ULY 30, 1945

PRICE 15 CENTS

BROADCASTING

The Weekly New[...]

f Radio

Broadcast Adve

Se221 Smith, Hennessey
1036 Woodward Bldg.,
Washington, D.C. 5 544

A FORT INDUSTRY STATION

Broadcasting at its Best!

1/30

From The Housetops

Wise counsel has it: "If it's worth shouting about, shout it from the housetops." It is because the job being done by 267 Fort Industry Company radio people in the public interest, convenience and necessity is recognized by listeners and advertisers as "Broadcasting at Its Best" that we shout it from the housetops. Better still — we're doing a housetop-shouting job in seven important markets for a heap of advertisers who will not be satisfied with less than the best !

THE FORT INDUSTRY COMPANY

If It's a Fort Industry Station . . .
You Can Bank On It.

WSPD, Toledo—WWVA, Wheeling—WAGA, Atlanta—WGBS, Miami—WMMN, Fairmont—WLOK, Lima—WHIZ, Zanesville

(This photograph was taken at a WLS event and is one of many crowds drawn by WLS promotion.)

WISCONSIN
MICHIGAN
ILLINOIS
INDI

ADVERTISING to a consistently RESPONSIVE AUDIENCE

Listener-Confidence Always Produces RESULTS

17,448 LISTENERS WRITE FOR A SAMPLE OF A PRODUCT THAT HELPS MAKE ICE CREAM AT HOME!

They write as readily for Mother's Day poem*; for a sample of a hand lotion*; for information on brooders*. Listeners have written WLS **15 million** letters in 15 years. Our files bulge with **237** proved advertising result stories.

These **consistent** results come from listener-**confidence.** For 21 years, WLS has emphasized **service** to its four Midwest states (including Metropolitan Chicago). WLS voices are welcomed as Old Friends. 50,000 watts of power on 890 kilocycles is dedicated to helping 3,551,541 radio families! Listener-confidence—friendly acceptance—consistent response to advertising on WLS. If you have a selling problem in Midwest America, call the nearest John Blair office. Ask how a WLS program can get results for **your** product, as it did for an ice cream preparation—a poem—a hand lotion—a pamphlet on brooders—and hundreds of other quality products advertised on WLS.

**This poem, announced twice, drew 2,827 requests; 7,399 listeners wrote for a hand lotion sample offered just twice; a pamphlet on brooders, mentioned on nine programs, brought 11,297 listener-letters.*

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

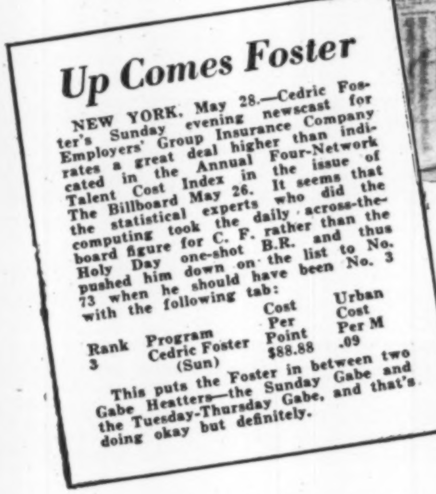
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

CEDRIC FOSTER

Now Yankee-Mutual War Correspondent



Up Comes Foster

NEW YORK, May 28.—Cedric Foster's Sunday evening newscast for Employers' Group Insurance Company rates a great deal higher than indicated in the Annual Four-Network Talent Cost Index in the issue of The Billboard May 26. It seems that the statistical experts who did the computing took the daily across-the-board figure for C. F. rather than the Holy Day one-shot B.R. and thus pushed him down on the list to No. 73 when he should have been No. 3 with the following tab:

Rank	Program	Cost Per Point	Urban Cost Per M
3	Cedric Foster (Sun)	$88.88	.09

This puts the Foster in between two Gabe Heatters—the Sunday Gabe and the Tuesday-Thursday Gabe, and that's doing okay but definitely.

From The Billboard June 2, 1945

Cedric Foster, Yankee-Mutual coast-to-coast commentator, is now in the Pacific as a Navy War Correspondent. A world traveler, Foster is familiar with the entire area of the Pacific war zones and Allied strategy there. His broadcasts from the Pacific are heard daily 2:00-2:15 P.M. and on Sunday at 6:30 P.M. on Yankee and Mutual.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WITH FCC APPROVAL of transfer of WBYN Brooklyn to *Newark Evening News*, (story this issue) there will be appointment of new manager any time. Directing *Newark News* radio is Edward A. Foote, Washington attorney and son-in-law of newspaper publisher. Recent talk linked Arthur Simon, manager of WPEN Philadelphia, under former Bulova ownership and more recently aide to Ralph Atlass, owner of WIND Chicago as likely choice, but it isn't certain now.

IF AND WHEN Cowles Broadcasting Co. disposes of WHOM Jersey City, Craig Lawrence, seasoned Cowles vice-president, will trek back to Midwest, probably Des Moines, to head radio sales operations. Several offers for WHOM under consideration.

FATE of BBC charter, now before Parliament committee, will not be seriously influenced either way by British election, Labor party platform calling for nationalization of mines and possibly other industries. Second 10-year BBC charter expires at end of 1945. BBC went on peacetime schedule July 29, with two main programs, Home Service and Light Programme. Regionals will be enlarged.

WHAT IS CLAIMED to be first jeep (Willys Overland) sold for civilian use is about to be delivered to J. Harold Ryan, NAB president, at his Toledo home. Comdr. George G. Storer, Ft. Industry Co. president and Mr. Ryan's brother-in-law, ordered it for Storer, Ryan, Reinsch in Estes Park, Col.

OWI has no intention of giving up Radio Luxembourg for some time. Powerful signal is best possible means of reaching all Europe. With SHAEF and ABSIE gone, it's only American chance to put over democratic point of view. This spikes rumor printed in *London Daily Mail* that Col. William S. Paley, on leave as CBS president, had offered million pounds per year for rights to Luxembourg. *Mail* ran complete denial after Col. Paley, in charge of radio psychological warfare, threatened suit. Col. Paley expected to return in early September [CLOSED CIRCUIT, July 9].

THOUGH NOTHING'S being said about it, FCC Chairman Paul A. Porter and Commissioner E. K. Jett, one of the world's foremost allocation experts, tentatively contemplate a trip to Canada about Aug. 10-13 to confer informally with Canadian Broadcasting Corp. on overall allocations. Mutual interest in use of identical channels for radio services, including broadcast, and need of coordinating FM and television bands if same receivers are to be used, should lead to conversations. Commission, a fortnight ago, sent James Sheridan of its Economic Dept. to Toronto to study CBC station relations department and regulations. At CKEY Toronto he observed blocked program setup.

AMERICAN BROADCASTING Co., formerly Blue network, put chip on shoulder late last

(*Continued on page 86*)

Upcoming

Aug. 1-2: Informal engineering conferences, FM, TV, facsimile standards, 10 a.m., Conference Room B, Interdept. Aud., Washington.

Aug. 2: FCC Oral argument, transfer Crosley Corp. (WLW) to Aviation Corp.

Aug. 6-7: NAB Board, Hotel Statler, Washington.

Sept. 10-11: MBS Board, Hotel Ambassador, New York.

Bulletins

U. S. CIRCUIT COURT of Appeals in the Second District, New York, on Friday handed down a decision in favor of the National Labor Relations Board, which had asked for a decree compelling networks to recognize the Board's certification of NABET as the bargaining agent for platter turners. Court turned down the request of the American Federation of Musicians (AFL) that the Board be asked to reconsider the case on basis of new evidence.

COOPERATIVE presentation of five-minute hourly newscasts by WAAT Newark and the *Newark Evening News* ends Aug. 2 after 3½ years, according to Irving R. Rosenhaus, general manager and executive vice-president of WAAT. He said more extensive news coverage by WAAT news staff is planned in line with proposed FM and TV activities which will require on-the-spot coverage of local events. WAAT is considering a five-minute hourly newscast available to selected sponsors for institutional advertising.

VOLUNTARY radio promotion is moving record peach crops through regular trade channels, says Dept. of Agriculture, which had worried about danger of market glut and need of extensive U. S. purchase.

KORAL LABS., Mt. Vernon, New York (Koral toothpowder) has appointed Raymond Spector Co. to handle advertising. Extensive radio planned. Two participation programs bought, *Fitzgeralds*, on WJZ New York six weekly 52 weeks, and *Arthur Godfrey* thrice weekly 52 weeks on WABC New York. Will expand in September.

COL. HAYES GETS AWARD

LT. COL. JOHN S. HAYES, chief of American Forces Network, has been awarded the Croix de Guerre for "exceptional services during the liberation of France" and his untiring efforts in bringing American radio to troops in the ETO. Presentation was made by Gen. Rodd of the French army. It is the second such honor for Col. Hayes, who was given the bronze star for "meritorious achievement" by Gen. Dwight D. Eisenhower for his radio work in United Kingdom, France and Germany. Before the war Col. Hayes was assistant program director of WOR New York.

Business Briefly

PERFUME RENEWAL ● Parfume Weil Paris, New York, on Sept. 4 renews sponsorship for third consecutive year Lisa Sergio's *Columns of the Air* on WQXR New York. Agency, Kelley, Nason, Inc., New York.

ANGOSTURA ON WOR ● Angostura-Wuppermann Corp., New York, for Angostura Bitters, on Aug. 4 starts a Saturday quarter-hour on WOR New York, featuring Lanny and Ginger, singing team, and guest stars. Agency, Donahue & Coe., N. Y.

NAMED FOR CANADA ● American Home Products Corp., New York, names Young & Rubicam, Toronto, for Clapp's baby food and cereals in Canada. Agency plans Canadian advertising of other products of American Home, such as Kolynos toothpaste, Anacin, Freezone and Bisodol.

FOOD FIRM'S SPOTS ● Banana-Rette Corp., New York (breakfast food), has appointed Alvin Gardner Co., New York, to handle advertising. Spot campaign is scheduled.

LIPSTICK DEBUT ● Elizabeth Kent Co., New York (lipsticks), starts radio first time Sept. 17 with thrice-weekly sponsorship of Dick Gilbert on WHN New York, 9-9:15 p.m. Agency, A. W. Lewin Co., New York.

LEGEAR PICKING ● Fall schedule for Dr. LeGear Medicine Co., is being made up by Simmonds & Simmonds, Chicago. Station list not complete.

GENERAL MILLS BUYS ● General Mills, Minneapolis, has bought 9:25-9:30 a.m. (CWT) period five mornings weekly on full American network effective Sept. 17. Show and product not specified, though *It Really Happened* is considered for position. Contract, 52 weeks, through Dancer-Fitzgerald-Sample.

OIL FIRMS RENEW ● Pan American Petroleum Corp., New Orleans, and American Oil Co., Baltimore, have renewed Edward R. Murrow on CBS Sundays, 1:45-2 p.m. (EWT) for 52 weeks. American Oil on Aug. 16 also renews *CBS World News*, Thursday, 6-6:15 p.m. (EWT) for 52 weeks. Agencies, Fitzgerald Adv., New Orleans, for Pan American; Joseph Katz, Baltimore, for American Oil.

AIR FORCE DAY PICKUP

AMERICAN and Mutual networks will carry banquet celebrating Air Force Day, Aug. 1, event to be staged at Waldorf-Astoria, New York, by Air Power League and Wings Club, with pickup 10:30-11 p.m. (EWT).

AFRS CITED

ARMED FORCES RADIO SERVICE, Los Angeles, has been awarded meritorious service unit star by Maj. Gen. F. H. Osborn, director of Information and Education Division, ASF. Presented for "superior performance of duty and maintenance of discipline", unit star was bestowed in lieu of a second service award of merit.

XUM

Golf...

Left-hand control . . . rhythmic pivot . . . concentration . . . all mark par-crackers. 'Tis far more too . . . the fine points of a windward "push shot" and "fading" from a hanging lie . . . knowing which shot under which circumstance.

And in radio . . . . .

It may not be the straight left arm . . . but strong local programming. May not be the rhythmic pivot . . . but alert newscasting. 'Tis far more in radio too . . . the experienced management for example that knows what to do with any advertiser's problems.

●

REPRESENTED NATIONALLY BY

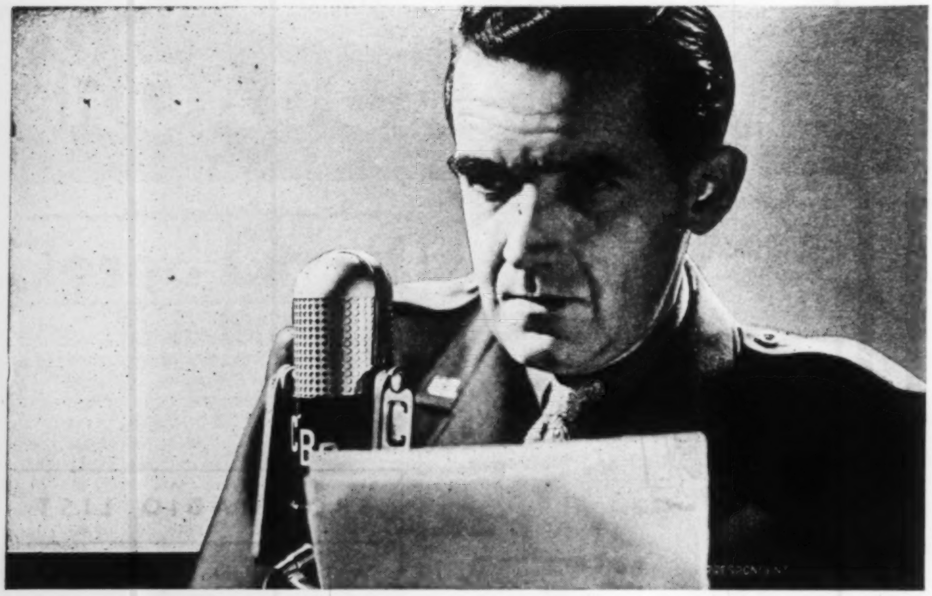
★ ★ ★ **EDWARD PETRY & CO., INC.** ★ ★ ★

NEW YORK · CHICAGO · LOS ANGELES
DETROIT · ST. LOUIS · SAN FRANCISCO

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	BLU
KARM	Fresno	CBS
WJR	Detroit	CBS
WHTD	Hartford, Conn.	BLU
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	BLU
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	BLU
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KHQ	Spokane	NBC
KGA	Spokane	BLU
WMAS	Springfield	CBS
WAGE	Syracuse	BLU
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE TEXAS QUALITY AND
YANKEE NETWORKS



For finest reports of World News . . .

For exciting coverage of
New Orleans' big events . . .

Folks turn first to —

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Should Manufacturer Be Broadcaster? 15
BBC Expert Probes Procedure for FCC 16
Associated Lines-Up 17 Key Markets 16
Broadcasters to Fight for FM Rights 17
Radio Men to Study Broadcasting in ETO 17
WPB Revokes Freeze on Components 18
Lane Named Field Radio General Manager 18
Heavy Agenda for NAB Board Meet 20
NAB Standing Committees Named 20
Research Meeting Planned by BMB 20
Self-Discipline Greatest Need of Radio By Harold A. Lafount 22
New Program Ratings Released 30
FCC Challenged on WOV Findings 76
Truman Letter to Be Radio Week Keynote 77
Butcher Resigns CBS Post to Write Book 78
Army Assigns Officers to War Ad Council 79
Pratt Elected RTPB Chairman 81
On the War Front 81
WLB Holds State Laws Subordinate 82
Radio Men Prepare for Rio Meet 83

DEPARTMENTS

Agencies 60
Allied Arts 56
Commercial 52
Editorial 46
FCC Actions 82
Feature of Week 10
Management 52
Network Accounts 70
Our Respects To 46
Production 54
Programs 70
Promotion 72
Sellers of Sales 10
Sponsors 66
Sid Hix 16
Technical 58
News 56

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Jerry Posey, Adele Porter.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*
Dorothy Young, Herbert Hadley

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Williams, Dorothy Macarow.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEN*tral 4115
Frank A. Browne, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Zone 28, *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

A SURE RETURN WITH WSIX

WSIX makes the perfect teammate for your advertising dollar, and here is why you will get a sure return: (1) An 81.5% increase in WSIX's all-day average Hooper during the two years ending in January. (2) The best daytime Hooper rating of any Nashville station. (3) Outstanding shows of both the AMERICAN and MUTUAL Networks. (4) WSIX is in the heart of the rich middle Tennessee area—a million manpower market that will continue to boom after the war. AND all of these potential buyers are waiting—first to hear about your product—second, to buy it.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN **MUTUAL**

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5000 WATTS **980 KILOCYCLES**

THE BIGGEST SHOW IN TOWN
CBS
moves to KSO June 15
CBS programs
1460 on your dial
NOW! COLUMBIA BROADCASTING SYSTEM airs on
KSO
1460 On Your Dial
beginning June 15
THE BIGGEST SHOW IN TOWN
moves to KSO
Now THE BIGGEST SHOW IN TOWN on KSO 1460 on your dial
KSO
THE BIGGEST SHOW IN TOWN
KSO
TODAY and EVERYDAY
KSO
airs COLUMBIA BROADCASTING SYSTEM
Top Notch Programs!
The Biggest Show in Town
TUNE IN 1460 ON YOUR DIAL
RADIO AT ITS BEST—CBS
THE BIGGEST SHOW IN TOWN
KSO

THE BIGGEST SHOW IN TOWN

and we're still talking about it . . .

. . . so is Des Moines. Back in the middle of May, using every available medium, we began telling everybody within our reach (and that's pretty far) that "The Biggest Show In Town" would move to KSO on June 15th.

"The Biggest Show In Town" moved on schedule. Here's how it was done . . .

Newspaper ads (3752 agate lines) talked about "The Biggest Show In Town" moving to KSO.

30 24-sheet billboards strategically placed in downtown Des Moines pointed out KSO's new programs to passers-by.

Telephone calls (3100) pleasantly told Des Moines civic leaders of the CBS move to KSO.

Streetcar cards (2000) pointedly reminded Des Moines' 4,250,000 monthly riders of "The Biggest Show In Town" now on KSO.

Book matches (2,000,000 packs) reminded smokers to tune to "The Biggest Show In Town".

Correspondence stickers on every piece of outgoing mail made correspondents aware of KSO's CBS network affiliation.

Th
reg
nou

XUM

for the
Biggest Show In Town
set your dial
KSO
CBS
KSO
5000 WATTS
K
S
O
DES MOINES IOWA
THE BIGGEST SHOW IN TOWN
now on KSO
1460 on your dial
CBS
KSO
Ace Newsmen!
Dynamic Dramas!
Top Variety Shows
Music

VN MOVED TO KSO JUNE 15TH

2000 half-sheet posters flooded Des Moines telling of CBS stars moving to KSO.

4800 weekly program schedules were mailed to KSO customers.

1000 *Victory in Europe* books and 1000 *Listen* books were sent to Des Moines merchants and listeners.

Beginning June 15th, every baby born in Des Moines receives a gift, plus a congratulatory note to the parents from KSO.

A large announcement-dinner party was held for the agency men of Des Moines, to tell them that "The Biggest Show In Town" was moving to KSO.

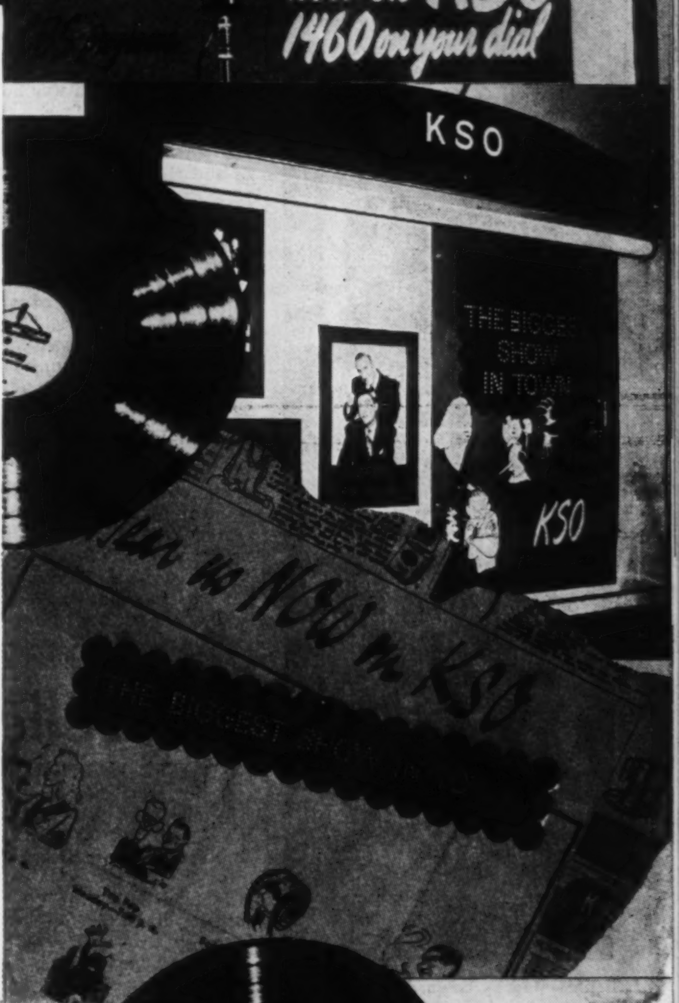
A heavy schedule of courtesy announcements, CBS Star Recordings and CBS Guest-Critic Recordings informed listeners that "The Biggest Show In Town" was now on KSO.

Add to all this, movie trailers in 12 large Des Moines theatres . . . and what do you have?

The whole town (and those 195,810 radio homes in our 28-county regular-listening area) talking about "The Biggest Show In Town" *now* on KSO.

KSO CBS

DES MOINES, IOWA
5,000 watts · 1460 kilocycles
Kingsley H. Murphy, Owner
George J. Higgins, General Manager
Represented by Headley-Reed Co.


KSO
THE BIGGEST SHOW IN TOWN
KSO
Turn to NOW on KSO
THE BIGGEST SHOW

KSO
THE BIGGEST SHOW IN TOWN
CBS
KSO
NEWS DAILY
KSO

Radio Station
K S O
proudly announces
its affiliation
as a Basic Station
of CBS . . .
The
Columbia Broadcasting System
June 15, 1945

XUM

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln--we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station"

LINCOLN Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

KDKA's original announcer returns to the mike

O. HENRY could have done a beautiful piece on Harold W. Arlin and his radio career at KDKA. He was voted the world's most popular announcer back in the 20's, yet took that announcing job just to earn enough money to get a very special Christmas gift for his bride. And when he reached the peak in his profession, he retired—20 years ago.

Harold Arlin arrived at his brief career by logical yet unusual steps for an announcer. Graduated from the U. of Kansas in 1917 with a B.S. in electrical engineering, he enrolled in the graduate student training course of Westinghouse Electric Corp.

The young Arlin was doing some time-study work when Westinghouse founded KDKA and located the transmitting room on top one of the manufacturing buildings at East Pittsburgh. Mr Arlin was curious, the building was near, so he went to have a look.

During the "sight-seeing" tour he was auditioned, and shortly after offered the job of announcer. "I'm sure," he says, "the novelty of the enterprise was less attractive than the opportunity to earn a few extra dollars for a very special Christmas present for Mrs. Arlin."

At first the job took only about an hour of his time, two or three evenings a week. Then it grew and grew until he became chief announcer of the staff of four.

Harold Arlin's voice announced most of the "firsts" of radio—church service, play-by-play baseball and football, the World Series, market report, barn dance, and endless others. He introduced to the air such celebrities as William Jennings Bryan, Marshal Foch, David Lloyd George.

His voice reached all parts of the world in those five years. People in England sat up all night to hear him. Australian fans, 13,000 miles from Pittsburgh, heard him on KDKA's early experimental shortwave programs.

Then in 1924—at the height of his popularity as "the world's most popular announcer"—he retired. He went back to the career that had been in the back of his mind all along—industrial relations. He became personnel manager of the Westinghouse Mansfield Works. Now manager of industrial relations for Westinghouse Electric Appliance Division, he is returning briefly to the mike in honor of radio's 25th anniversary, because he was in on the beginning of the show.

Sellers of Sales

TAILOR-MADE transcriptions for local clients are the specialty of Robert J. Enders, radio director of Kal, Ehrlich & Merrick Advertising, Washington.

Instead of the fanfare discs, throbbing with heart-rending appeals to buy a package today from your nearest grocer, Bob Enders prefers to study the client's needs and then prepare a series of discs and announcements aimed at the job ahead.

For instance, the *Washington Evening Star*, which owns WMAL, wanted to promote prestige among capital newcomers without increasing circulation (paper shortage, you know). So Bob prepared a campaign embracing all the stations in Washington, basing it on the now familiar message, "If you read it in the *Star*, it's true."

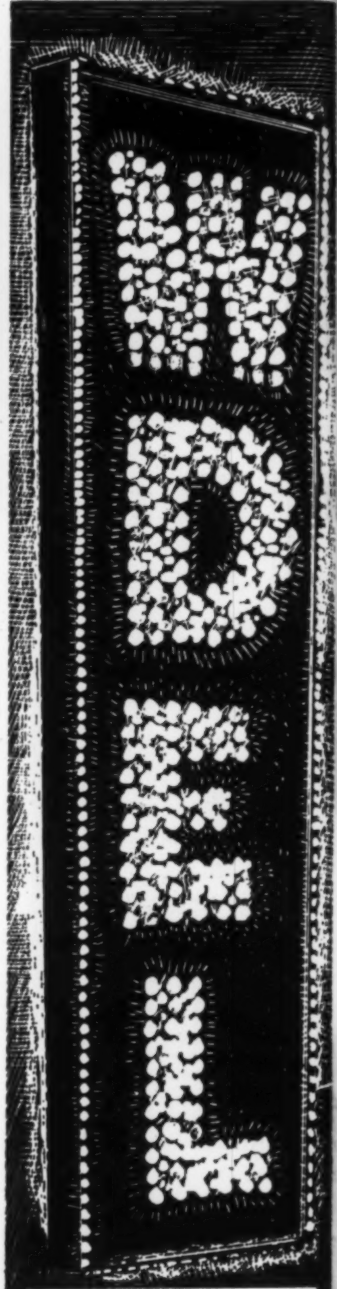
Kal's disc clients include retail stores, utilities and consumer products—and all are devotees of the tailor-made transcription technique.

BOB

Bob Enders was born March 29, 1919, in Atlantic City. He played basketball at Temple U., and later went to Wisconsin U. First job was at WBAB Atlantic City.

In 1941 he joined Kal, Ehrlich & Merrick (then Kal Advertising) as copy writer and later as radio director.

Before the U. S. entered the war Bob was drafted but was given a medical discharge before Pearl Harbor. He married his childhood sweetheart, Estelle Gellard, of Philadelphia. They have one child, a daughter Robin, aged 1½. Bob's hobbies are writing and gin rummy.



WILMINGTON
DELAWARE

5000 WATTS day & night

NBC BASIC STATION

Represented by
RAYMER

ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the third of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers — the first commercial television station — established the first television relay system — presented the first electronic theatre television — was the first to televise a baseball game, and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY WAR BONDS

3. THE ORTHICON

IN a paper presented before the New York Section of the I.R.E., June 7, 1939, Albert Rose and Harley Iams, of the RCA Research Laboratories, announced the Orthicon, a new television pick-up tube. In its issue of the following month this tube was characterized by "*Electronics*" as "... one of the most significant advances in television electronics since the advent of the Iconoscope itself... A new and greatly improved form of the Iconoscope, using low-velocity electrons for scanning, thereby avoids spurious signals, obtains storage efficiency ten to twenty times that of the Iconoscope, and produces an output current linearly related to the light input."

With this tube, storage efficiency was stepped up to almost 100 per cent, compared to 5 to 10 per cent previously obtained, and overall sensitivity increased 20 times. The practical effect of this tube was to free television from the limitations of the studio and its artificial lighting, and make the whole world of living events a stage for television.

The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, NEW JERSEY

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

Educators were introduced to the faculty on the opening day of the Institute with Dr. Charles F. Church, KMBC director of education, presiding.

Classroom instruction was given each afternoon under the tutorage of such well known radio experts as Mortimer Frankel, CBS Associate Script Editor. Two graduate credits were granted by the University of Kansas.

Among several broadcasts viewed by educators was the international origination of "Transatlantic Call" — telling the life story of President Harry S. Truman by interviews with Independence associates.

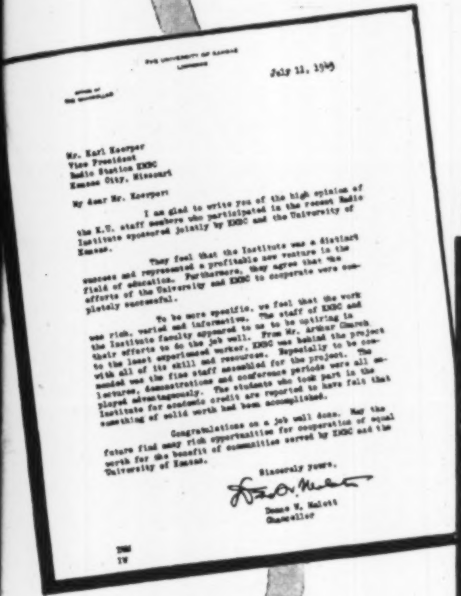
Among the many national personages brought to Kansas City for lectures was Lyman Bryson, director of education for the Columbia Broadcasting System.

They came and they saw—

All work and no play—! Brilliant banquet climaxed the three weeks of serious study!

and were they *conquered?*

The first KMBC "Radio Institute for Teachers" is now a thing of the past, but words of appreciation linger on. Three hundred educators from throughout the Heart of America met in Kansas City for three weeks study of all phases of American broadcasting. With their great influence upon future generations they return to their students in the Fall better qualified to utilize the limitless possibilities of radio in the classroom. Thus, the long cherished dream of Arthur B. Church as president and founder of KMBC becomes a reality.



THE UNIVERSITY OF KANSAS
LAWRENCE

OFFICE OF
THE CHANCELLOR

July 11, 1948

Mr. Karl Koerper
Vice President
Radio Station KMBC
Kansas City, Missouri

My dear Mr. Koerper:

I am glad to write you of the high opinion of the K.U. staff members who participated in the recent Radio Institute sponsored jointly by KMBC and the University of Kansas.

They feel that the Institute was a distinct success and represented a profitable new venture in the field of education. Furthermore, they agree that the efforts of the University and KMBC to cooperate were completely successful.

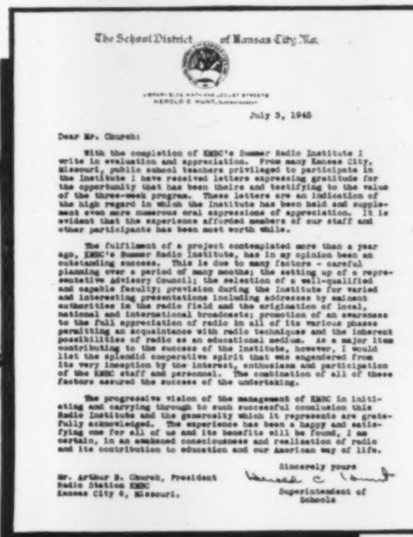
To be more specific, we feel that the work was rich, varied and informative. The staff of KMBC and the Institute faculty appeared to me to be untiring in their efforts to do the job well. From Mr. Arthur Church to the least experienced worker, KMBC was behind the project with all of its skill and resources. Especially to be commended was the fine staff assembled for the project. The lectures, demonstrations and conference periods were all employed advantageously. The students who took part in the Institute for academic credit are reported to have felt that something of solid worth had been accomplished.

Congratulations on a job well done. May the future find many rich opportunities for cooperation of equal worth for the benefit of communities served by KMBC and the University of Kansas.

Sincerely yours,

Deane W. Malott
Chancellor

DWM
TW



The School District of Kansas City, Mo.

LIBRARY BLDG. NINTH AND LOCUST STREETS
HEROLD C. HUNT, SUPERINTENDENT

July 3, 1948

Dear Mr. Church:

With the completion of KMBC's Summer Radio Institute I write in evaluation and appreciation. From many Kansas City, Missouri, public school teachers privileged to participate in the Institute I have received letters expressing gratitude for the opportunity that has been theirs and testifying to the value of the three-week program. These letters are an indication of the high regard in which the Institute has been held and supplement even more numerous oral expressions of appreciation. It is evident that the experience afforded members of our staff and other participants has been most worth while.

The fulfilment of a project contemplated more than a year ago, KMBC's Summer Radio Institute, has in my opinion been an outstanding success. This is due to many factors - careful planning over a period of many months; the setting up of a representative Advisory Council; the selection of a well-qualified and capable faculty; provision during the Institute for varied and interesting presentations including addresses by eminent authorities in the radio field and the origination of local, national and international broadcasts; promotion of an awareness to the full appreciation of radio in all of its various phases permitting an acquaintance with radio techniques and the inherent possibilities of radio as an educational medium. As a major item contributing to the success of the Institute, however, I would list the splendid cooperative spirit that was engendered from its very inception by the interest, enthusiasm and participation of the KMBC staff and personnel. The combination of all of these factors assured the success of the undertaking.

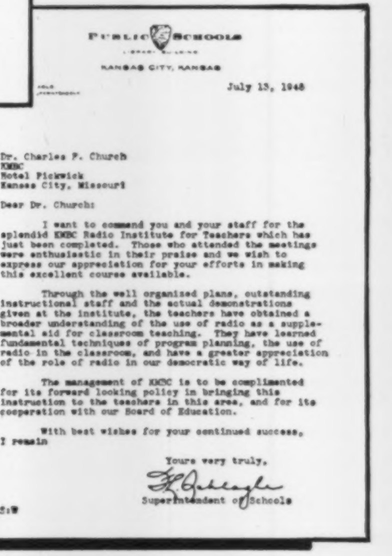
The progressive vision of the management of KMBC in initiating and carrying through to such successful conclusion this Radio Institute and the generosity which it represents are gratefully acknowledged. The experience has been a happy and satisfying one for all of us and its benefits will be found, I am certain, in an awakened consciousness and realization of radio and its contribution to education and our American way of life.

Sincerely yours
Herold C. Hunt
Superintendent of
Schools

Mr. Arthur B. Church, President
Radio Station KMBC
Kansas City 6, Missouri.

NATIONALLY KNOWN PARTICIPANTS!

- **Kenneth G. Bartlett**
- **Lyman Bryson**
- **Dean Douglass**
- **Bill Downs**
- **Capt. W. C. (Bill) Eddy**
- **Maud Ellsworth**
- **Marguerite Fleming**
- **Mortimer Frankel**
- **Edgar B. Gordon**
- **Ola B. Hiller**
- **C. E. Hooper**
- **George Jennings**
- **John J. Karol**
- **Sherman Lawton**
- **Elizabeth Goudy Noel**
- **Dr. F. P. OBrien**
- **Margaret Snyder Perko**
- **Gerald Leslie Taylor**



PUBLIC SCHOOLS
LIBRARY BUILDING
KANSAS CITY, KANSAS

July 13, 1948

Dr. Charles F. Church
KMBC
Hotel Pickwick
Kansas City, Missouri

Dear Dr. Church:

I want to commend you and your staff for the splendid KMBC Radio Institute for Teachers which has just been completed. Those who attended the meetings were enthusiastic in their praise and we wish to express our appreciation for your efforts in making this excellent course available.

Through the well organized plans, outstanding instructional staff and the actual demonstrations given at the institute, the teachers have obtained a broader understanding of the use of radio as a supplemental aid for classroom teaching. They have learned fundamental techniques of program planning, the use of radio in the classroom, and have a greater appreciation of the role of radio in our democratic way of life.

The management of KMBC is to be complimented for its forward looking policy in bringing this instruction to the teachers in this area, and for its cooperation with our Board of Education.

With best wishes for your continued success, I remain

Yours very truly,
F. L. Schlagle
Superintendent of Schools

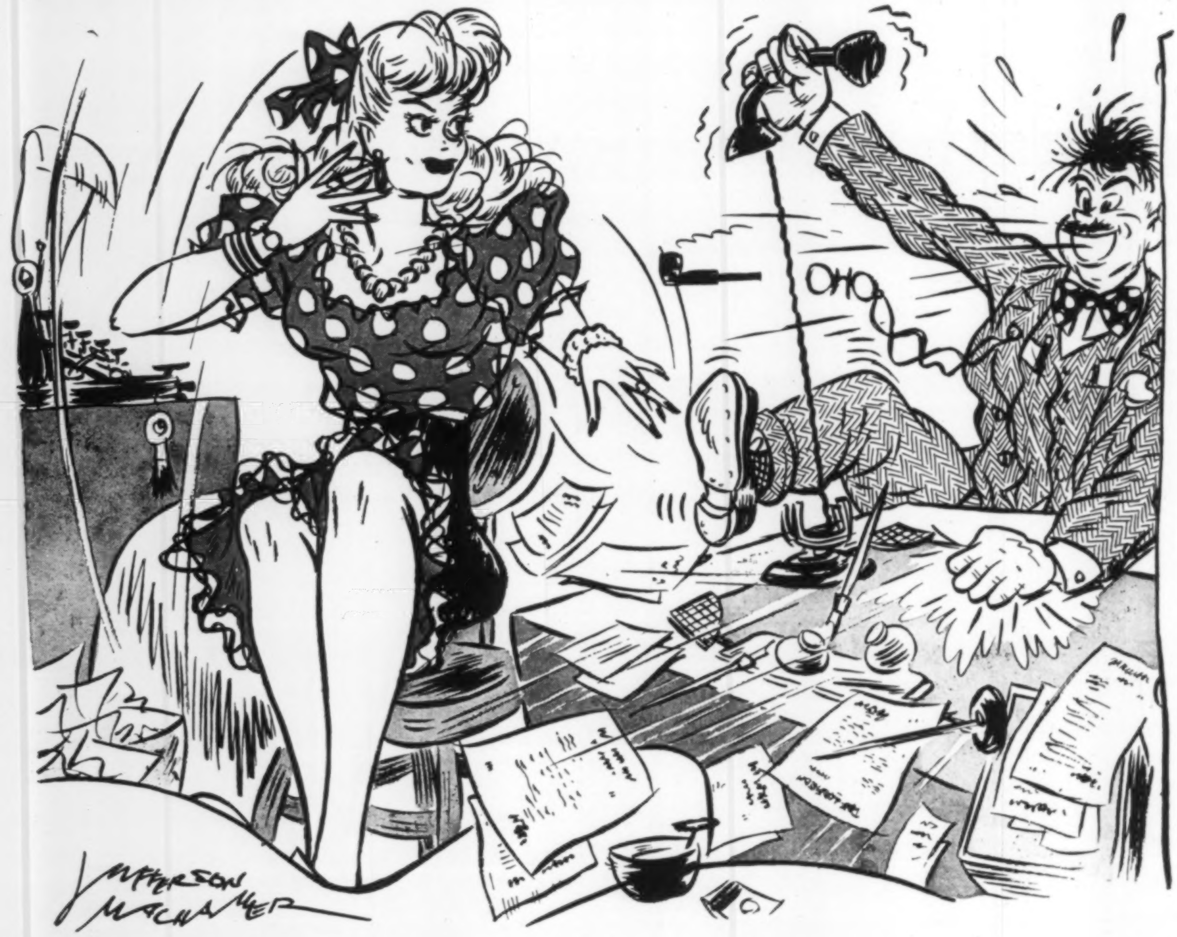
S:W

Of course—KMBC-FM,
an extra service at
no extra cost.

KMBC
OF KANSAS CITY
Free & Peters, Inc.

SINCE 1928 — BASIC CBS STATION
FOR MISSOURI AND KANSAS

XUM



"You don't need to tell me who that was, Mr. Thistlewaite!"

- **Thanks, Miss Love! Telephone calls from Free & Peters aren't *always* good news, but we certainly try our best!**

After all, as a pioneer in station-representation, we do know our way around in the field of spot broadcasting, and we do represent the most alert and cooperative stations in the nation. So what with one thing and another, we're apt to get the results we—and you—seek.

How about giving us a chance to demonstrate?

EXCLUSIVE REPRESENTATIVES:	
WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *111 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and BROADCAST ADVERTISING

VOL. 29, No. 5 WASHINGTON, D. C., JULY 30, 1945 $5.00 A YEAR—15c A COPY

Should Manufacturer Be Broadcaster?

That's Issue Seen By FCC in Sale Of WLW

THE FCC may establish within a fortnight, in considering the proposed sale of the Crosley Corp. (WLW) to the Aviation Corp., whether:

(1) Public interest would be served in ownership of a station by a licensee whose major interest is manufacturing.

(2) It has jurisdiction over the price placed on outlets.

(3) It should oppose absentee ownership of outlets.

These major considerations, affecting overall regulation, faced the Commission as it closed a two-day hearing Tuesday in which a parade of Crosley and Avco industrialists gave their views on the proposed sale, and their attitudes toward American free radio.

There was no decision on the proposed sale. Chairman Paul A. Porter of the FCC announced that oral arguments on principal questions growing out of the hearing would be heard from counsel at 10:30 a.m. Thursday (Aug. 2).

Decision by Aug. 16

Chairman Porter said that a decision would be made in time to meet an Aug. 16 deadline on the transaction established by the parties to it. The deal involves sale of Crosley Corp. to Avco for about $21,000,000 ($39 a share) with no specific price placed on WLW or other Crosley subsidiary broadcasting interests.

Sharp Interest

The Commission, sitting en banc, evidenced sharp interest during the hearing on this point. FCC Counsel Leonard Marks attempted to draw from Powel Crosley Jr., and other witnesses, some estimate of WLW's value. Mr. Crosley said he considered it an element of the corporate entity to be sold as part of the package. He admitted that it could be sold separately. He said his major interest was in manufacturing the small automobile which bears his name. He acknowledged that, by terms of an amendment to the sales contract, he could go into the broadcasting business after consummation of the sale, but indicated he had no intention of doing so.

Asked about the original July 16 deadline set on closing the sale, Mr. Crosley admitted that he had not thought, nor had other principals, that approval of the FCC was required. The frank statement, following the witness' review of a 20-year history in the broadcasting business, drew smiles from spectators and the Commission.

WINS Purchase

In proposing to purchase WINS New York (for $1,700,000, plus time) Mr. Crosley said he had no aspirations toward building a network. He wanted a New York station principally to bring his broadcast operations closer to the nation's largest talent supply. He proposed, he said, to exchange programs between New York and Cincinnati. This sentiment was echoed later by Victor Emanuel, Avco board chairman. He wanted no network, he said. He said he contemplated no change from the present WLW affiliation with NBC.

He said Avco proposed to pursue Crosley applications for four FM and three television stations. He said firm's decision to remain in international broadcasting field (Crosley operates seven transmitters) depends upon postwar policy affecting this medium. All shortwave facilities currently are leased to the Government.

Avco's president, Irving B. Babcock, told the Commissioners that his firm had not originally planned to purchase the Crosley broadcasting properties, but learned after initial negotiations that they had to "for tax reasons". Questioned closely about public interest phases of broadcasting by Mr. Marks and Commissioner Clifford J. Durr, Mr. Babcock stated his opinion that public service programs need not necessarily be sustaining.

Intimate Concern

This issue, of intimate concern at least to Mr. Durr, brought ready comment from the Avco president. He said that generally commercial programs had the highest audience ratings and that consequently he assumed them to be of public service.

Mr. Babcock said that Avco officials now view the prospect of entering the broadcasting field with enthusiasm. He said he considered

(*Continued on page 74*)

Issues in the Crosley-Avco Transaction

(See Editorial, Page 46)

FCC, by calling oral arguments on salient features in unique sale of Crosley broadcasting properties to Avco, is showing interest in:

Whether a corporation with other interests should own broadcasting stations. (Of special interest to numerous insurance companies, newspapers, magazine publishers, labor unions, equipment manufacturers who now own and operate outlets.)

Whether FCC should regulate prices at which stations are sold. (Chairman Porter indicated concern over this point during hearing last week. Commissioner Durr has stated in a letter to Congress in July of 1944 that he believes such consideration is within power of FCC. James Lawrence Fly at that time said majority of Commission disagreed with Mr. Durr. Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Rep. Clarence F. Lea (D-Cal.) said it was a matter for overall consideration of Congress.)

Whether FCC should regulate against absentee ownership of stations. (Of interest to many licensees, especially multiple-station owners who would find it impossible to reside in all of the cities where they own broadcasting properties.)

POWEL CROSLEY JR., founder of Crosley Corp. and of WLW as he testified before FCC on $21,000,000 transaction which would sell company to Aviation Corp.

AVCO EXECUTIVES at Crosley transfer hearings included (l to r): Walter A. Mogensen, director; Tom A. O'Hara, director; Irving B. Babcock, president of Avco and president-delegate of Crosley (assuming sale approval) and Victor Emanuel, Avco board chairman, who would become chairman of the board of Crosley Corp.

LISTENING to proceedings are R. C. Cosgrove (l), vice-president and manager of Crosley manufacturing division and president of Radio Mfrs. Assn., and Maj. Benjamin H. Namm, director of Avco and head of the Namm Department Store, Brooklyn.

BBC Expert Probes Procedure for FCC

Charles Siepmann Is Specialist in Programs

By ROBERT K. RICHARDS

IS THERE a move afoot to BBC-ize American broadcasting?

An efficiency expert who formerly was director of program planning for the government-operated British Broadcasting Corp. is conducting a behind-the-scenes examination of the FCC license renewal procedure.

He is Charles I. Siepmann.

He has been hired by the Commission at $8,000 per year plus $6 per diem expenses for a "temporary internal assignment". Everyone at the FCC is mum about his activities. It is understood, however, that he is assigned specifically to the law department to devise some means for "expediting" license-renewal methods.

On such an assignment, probably he would take an avid interest in programs. This is indicated both by his background and his public writings, as well as by the fact that his presence in the Commission was said to have been inspired by Commissioner Clifford J. Durr.

Commissioner Durr, who lists to portside in his social philosophies, believes there is too much commercialism in American radio. He thinks station program policies should have closer FCC scrutiny in licensing proceedings. He has avowed that the commercial-sustaining aspect should be weighed carefully in determining whether a program is a "public service".

Mr. Seipmann is being assisted in his present task by Eleanor Bontecue, former employe of Justice Hugo Black and more recently a $5,600-a-year specialist in the Dept. of Justice. (Commissioner Durr is Justice Black's brother-in-law).

Mr. Siepmann came to the United States in 1939 as a visiting instructor at Harvard University. He left that position in 1941 to join the Office of Facts and Figures in Washington. When that agency became the Office of War Information, he was assigned to the Overseas Division. He became chief of the OWI broadcast section in San Francisco, was promoted to an assistant policy directorship—at a reported $7,000 a year. He resigned from this position.

OWI spokesmen told BROADCASTING last week that Mr. Siepmann could be reached by calling EXecutive 3620 (the FCC number) "and asking for Commissioner Durr's office".

Mr. Siepmann was reached but he was not communicative. He said his home was in Newfane, Vt. He said he had been at the FCC for three weeks, that he was on a "temporary internal assignment" and that his biography—for which he was asked—had no bearing on his present assignment.

Some of his philosophy on broadcasting is revealed in an article entitled "Radio's Big Chance", which he wrote for *The New Republic* (Issue of Jan. 12, 1942).

The article, published at the outset of America's entry into the war, voiced a challenge to broadcasters and to the NAB. It reviewed briefly the various problems facing the broadcasting art in this country at that time, and stated:

"But they remind us of issues unresolved and of the basic paradox with which radio stands uncomfortably saddled—how far can a system built entirely on private profits function adequately in the public interest, to which it is also theoretically committed?"

Mr. Siepmann did not attempt to answer this question, but he presented some clues as to his own disposition in the matter. He wrote:

"Sponsors are back again—the same voices, the same blurbs, the same high-pitched tones of blustering persuasion or of intimate appeal. At best they are incongruous; at worst an affront to listeners. Sponsorship we recognize, but not crude assaults on quickened sensibilities."

And elsewhere in the article, "We prefer bulletins and news commentators without sponsorship. We plead that in any case sponsors shall be brief."

To the commentators he addressed this plea: "Your personalities we welcome. . . . Spare us, however, your prejudices; and spare us prophecy."

And to sponsors he gave this quotation: "'Radio is the preferred medium of the most suggestible'. That is a social fact. For radio it has been a source of profit, and an unrecognized responsibility."

He reminded the NAB: "You have a code manual of decent practice in broadcasting. Enforce it!"

Seeing the war as a possible turning point in American broadcasting's programming for public service, Mr. Siepmann wrote: "The prerequisites of public service are there. All that is lacking is a policy, a strategy of action that envisages a future different from the past—in the problems it sets, the demands it makes on us and on the qualities of mind and spirit that are going to be paramount. Radio's continued independence is at stake. Will it anticipate in time the

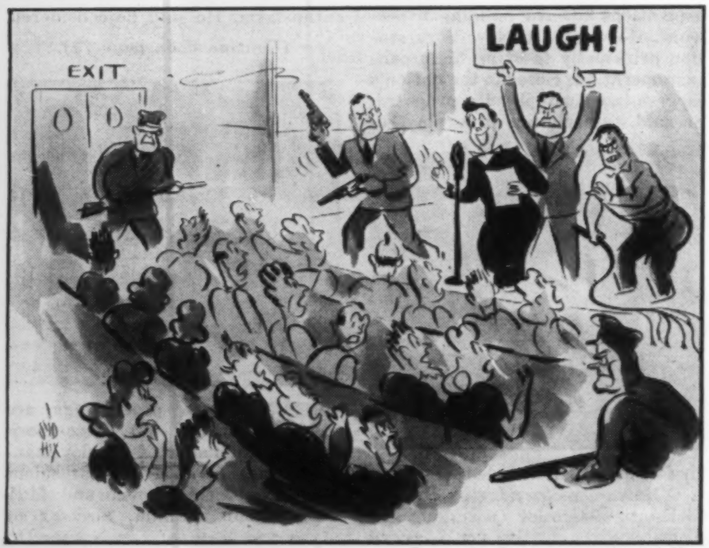
(Continued on page 79)

Associated Lines Up 17 Key Markets

Alternate Stations to Provide New York, Chicago Outlets

LIST of stations already signed as outlets for programs of Associated Broadcasting Corp., which plans to get under way Sept. 16 as the fifth cross-country network, was announced last weekend by Leonard A. Verslius, president [BROADCASTING, June 4, July 23].

In New York and Chicago the new network has made special arrangements rather than straight affiliation contracts, having a cooperating station and an alternate outlet in each. WMCA is cooperating station in New York, WOV the alternate. In Chicago the cooperating station is WJJD, with WIND as alternate.



Drawn for BROADCASTING by Sid Hix

Mr. Versluis denied reports that Marshall Field has any interest in the network, financial or otherwise. "The only connection," he said, "is that WJJD, the Field station in Chicago, has a contractual relationship with the network to broadcast our programs in that area."

List of Affiliates

Other outlets of the new network are: WMEX Boston, WITH Baltimore, WWDC Washington, WLEE Richmond, WWSW Pittsburgh, WBNY Buffalo, WTMV St. Louis-E. St. Louis, WMIN Minneapolis-St. Paul, KNAK Salt Lake City, WFOX Long Beach-Los Angeles, KLS Oakland (changing call Sept. 10 to KWBR), KSAN San Francisco, KWJJ Portland, KRSC Seattle, KMYR Denver.

In Cincinnati, WCKY has agreed to provide facilities to Associated upon request for availibilities, although the station is not a regular affiliate of the network. Negotiations are still to be completed in Philadelphia, Detroit, and Hollywood, Mr. Versluis said, and are under way in other cities with a goal of 35 key markets.

Mr. Versluis, with Richard Connor and William Henderson, vice-presidents of his network, went to New York last week to confer with Gene Kraemer, who will have charge of New York sales activities and to assist in organization of New York headquarters. They conferred with Charles Stark, program manager of WMCA New York, and with Ben Strouse, general manager of WWDC Washington, and Ira Walsh, program director of that station, regarding public service programs.

WWDC will cover the White House, Congress and other Capitol highspots for Associated. Mark Austad, WWDC newsman, will do a thrice-weekly Washington news roundup. Ian Ross MacFarlane, commentator of WITH Baltimore, will also be heard, Mr. Connor said. Negotiations are under way, he stated, with Walter Compton, Dr. Frank Kingdon, Leo Cherne, John B. Hughes, Sammy Balter, Dr. J. Raymond Walsh, Edgar Ansel Mowrer and other news analysts for the network.

Overseas pickups are under discussion, Mr. Connor said. Also in the public service field, he added, the network is offering time to major educational institutions and quarter-hour weekly periods will be made available to both the AFL and CIO for a labor series which Associated will offer affiliates.

Plans are developing for an extensive sport schedule, Mr. Connor reported. An evening schedule of name dance bands will top off the network's 16-hour daily program service, he said. Associated will be on the air from 10 a.m. to 2 a.m. New York time and on the Pacific Coast from 8 a.m. to midnight.

Licensees Will Fight for FM Rights

Offer United Front Before Hearing At the FCC

By BILL BAILEY

BROADCASTERS today (July 30) were to present a united front before the FCC in opposition to any proposed regulation that would bar AM licensees from the FM field now or at any future time.

They also were to vigorously oppose the reservation of 20 FM channels for future assignment, as proposed by the Commission, as hearings on the FCC's proposed Regulations for FM [BROADCASTING, July 16] were to get under way, probably to run two days.

Proposed division of FM stations into three classifications—Community, Rural, Metropolitan—and suggested rules governing each met with general opposition in advance briefs filed last Thursday. Several broadcasters offered revised regulations. Three stations and one newspaper aspirant supported the allocation plan with minor reservations.

Free Policy Demanded

In briefs on file at deadline, broadcasters, spearheaded by the NAB, were unanimous in demands that the FCC immediately announce a policy safeguarding the investments of AM licensees in FM. Criticism resulted from the Commission's invitation for comment as to whether a regulation should be adopted "that in the future when FM becomes an established competitive service with AM, no person or persons under common control will be permitted to own, operate or control, directly or indirectly, more than one AM or FM station serving substantially the same service area."

FM Broadcasters Inc. filed no brief; nor will a representative appear. Walter J. Damm, president, planned to testify as an individual but not in his official capacity as vice-president and general manager of broadcast operations of the Journal Co., Milwaukee, nor as head of FMBI.

Efforts to hold an FMBI board meeting in Washington last Tuesday failed for lack of a quorum. Travel restrictions prevented several members from reaching the Capital. Consequently, President Damm wired all members, urging each to file a separate brief and appearance. The FCC indicated documents arriving after deadline would be considered.

The NAB brief, filed by John Morgan Davis, general counsel, was the most exhaustive of any presented. It dealt in detail with each of the 10 proposed regulations.

CBS filed no brief but appearances were on record for Paul W. Kesten, executive vice-president; Dr. Frank Stanton, vice-president and general manager, and William B. Lodge, director of general engineering. CBS filed a lengthy illustrated document titled "Questions and Answers Describing the Single Market Plan for FM Radio" and nearly a dozen letters were received at the FCC from broadcasters, urging adoption of the CBS Single Market Plan.

NBC filed no brief, but President Niles Trammell was scheduled to appear. Mutual likewise had filed nothing at deadline.

American Broadcasting Co. objected to four of the proposed regulations: governing program duplication, AM-FM ownership ban proposal, application of network regulations to FM and reservation of 20 channels.

NAB Brief

Only one respondent favored banning AM operators from the FM field after FM becomes established. H. Irving Jenks, treasurer of the Recorder Publishing Co., Greenfield, Mass., who said his company is a potential FM operator, proposed that after FM is established the Commission withhold the "privilege" of entering the FM field from AM owners.

The NAB voiced objections to these proposed rules: Minimum operating period; two specified hours daily of unduplicated programs; any proposal to deny AM operators the right to own FM stations at any time; application of network regulations to FM; use of common antenna sites [NAB quoted White-Wheeler Bill hearings in November 1943 when Senators Wheeler (D-Mont.), White (R-Me.) and McFarland (D-Ariz.) declared Congress gave no such authority to the FCC]; reservation of 20 channels for future assignment; allocation plan (three classifications of stations) as proposed.

Multiple ownership regulation should be clarified, said NAB, adding the FCC should not arbitrarily limit the number of stations to be owned by one licensee to six but should judge each application on its merits.

Use of booster or satellite stations should be encouraged, the facsimile and multiplex transmission rule appears to be well-drafted and should be helpful in developing facsimile, NAB concluded.

FCC HEARING LINEUP

HERE'S the way broadcasters lined up on the proposed Rules & Regulations:

MINIMUM OPERATING SCHEDULE (6 hours daily): **For**—WQXQ New York; Recorder Publishing Co., Greenfield, Mass.; Scranton-Wilkes-Barre-Pittston Broadcasting Co. **Against**—NAB, Westinghouse Radio Stations, Elias I. Godofsky, former president and general manager of WLIB Brooklyn, now applicant for New York FM station; WIP-FM Philadelphia.

PROGRAM DUPLICATION (requiring two hours daily of programs unduplicated by AM stations in service area): **For**—WQXQ, Recorder Pub. Co., Mr. Godofsky. **Against**—NAB, American, Westinghouse, WJTN Jamestown, N. Y.; KFI Los Angeles; WJR Detroit; WGAR Cleveland; WTIC Hartford; WDAF Kansas City; WFBR Baltimore.

MULTIPLE OWNERSHIP (limiting single owner to six stations): **For**—Mr. Godofsky. **Against**—NAB, Westinghouse, WQXQ (with comment that rule should be clarified); Recorder Pub. Co.; KFI (suggested amendment); WTIC WDAF WFBR.

OWNERSHIP OF FM STATIONS BY LICENSEES OF AM STATIONS (proposal to ban AM owners from FM operations after FM is established): **For**—Recorder Pub. Co. **Against**—NAB, American, Westinghouse, Mr. Godofsky, WQXQ, WHBF Rock Island, Ill.; WMCA New York, WIP-FM, WJTN KFI WJR WGN WGAR WTIC WDAF WFBR.

NETWORK REGULATIONS (applicable to FM): **For**—Westinghouse, WQXQ, WHBF, Mr. Godofsky. **Against**—NAB, American.

USE OF COMMON ANTENNA SITES: **For**—WQXQ, American, Mr. Godofsky, WGAC Augusta, Ga. (also would include tops of buildings as common sites). **Against**—NAB, Westinghouse, Recorder Pub. Co., WJTN.

BOOSTER STATIONS: **For**—NAB, Westinghouse, American, WQXQ WMCA WIP-FM WJTN WGN (with comment that boosters should be used only where need is proven). **Against**—Recorder Pub. Co., WGAC.

RESERVATION OF 20 CHANNELS (for future assignment): **For**—None. **Against**—NAB, Westinghouse, WQXQ, American, Mr. Godofsky.

FACSIMILE BROADCASTING & MULTIPLEX TRANSMISSION: **For**—NAB, Westinghouse, WQXQ, Recorder Pub. Co. **Against**—None.

ALLOCATION PLAN (setting up three classifications of stations, limiting service areas and designating definite frequencies for each classification): **For**—Recorder Pub. Co. (opposes extension of Metropolitan service areas); WHBF, Mr. Godofsky (offers amendments), WGAC (would bar networks from high-powered stations). **Against**—NAB, Westinghouse, WQXQ WIP-FM WJTN KFI WJR WGN WGAR WTIC WDAF WFBR.

SUPPORTING CBS SINGLE MARKET PLAN: WJOB Hammond, Ind.; WOLS Florence, S. C.; WOPI Bristol, Tenn.; WMRF Lewistown, Pa.; WJLB Detroit; WSPB Sarasota, Fla.; WISE Asheville, N. C.; KROY Sacramento, Cal.; Newark (Ohio) Advocate; Rep. Raymond S. Springer (R-Ind.).

APPEARANCES FILED: Louis G. Caldwell or Reed T. Rollo for WGAR WJR KFI WGN WDAF WFBR. Paul W. Morency, WTIC; Everett L. Dillard, KOZY Kansas City; Frank A. Seitz and Grant R. Wrathall, WFAS White Plains, N. Y.; George Davis, WOR New York.

Paul W. Kesten on Programs & Ownership, Dr. Frank Stanton on Allocations, William B. Lodge on Engineering for CBS.

Niles Trammell for NBC.

Walter J. Damm as individual.

Broadcasters to Study Radio in ETO

PLANS WERE completed last week for a three-week inspection tour of the European Theater of Operations by 10 "top level" broadcasters headed by Justice Justin Miller, newly designated president of the NAB. The tour was arranged upon NAB request and with the approval of Gen. Eisenhower.

A joint announcement by the War Department and the NAB, said that the three-week tour would get under way on or before Aug. 15. Col. E. M. Kirby, Chief, Radio Branch, Army Public Relations, has been designated escorting officer. Three trade press representatives also will make the trip.

Roster

The roster includes, in addition to Judge Miller; J. Leonard Reinsch, managing director of the Cox Radio Stations and radio adviser to President Truman, who will go as the White House representative; Mark Woods, president of American Broadcasting Co.; William S. Hedges, vice-president of NBC in charge of planning and development; Joseph H. Ream, senior vice president of CBS; R. D. Swezey, vice-president and general manager of Mutual; John E. Fetzer, WKZO Kalamazoo, assistant director of Censorship for radio; Clair R. McCollough, managing director Mason Dixon Group; Col. Harry S. Wilder, WSYR Syracuse, Martin Campbell, WFAA Dallas and Morris Novik, manager of WNYC, New York municipally owned non-commercial station and part owner of WKNY Kingston, New York. With two or three exceptions, all of the broadcasters selected are veterans of World War I.

ACCREDITED as war correspondents, group of leading broadcasters leaves in mid-August for inspection tour of European theater. Leading expedition will be Justice Justin Miller, new NAB president. Later trip to Pacific theater is planned, likely in mid-September. Col. E. M. Kirby is escorting officer for European trip.

News representatives scheduled for the trip are Abel Green, editor of *Variety;* Jack Alicoate, publisher of *Film Daily* and *Radio Daily,* and Sol Taishoff, editor and publisher of BROADCASTING.

The entire group will be accredited as war correspondents and will make the three-week trip in uniform.

Direct Liaison

Following completion of the ETO trip, a companion group of broadcasters of the same level already has been invited to the Pacific War Theater by Gen. Douglas MacArthur. This trip tentatively is scheduled for mid-September with details remaining to be worked out. Gen. MacArthur wants broadcast executives to see for themselves how the vast communications and radio operations of the Pacific area are handled, so that the story can be told to the people back home.

Unlike other pilgrimages to the war theatre, the European trip is designed to establish direct liaison

(*Continued on page 77*)

WPB Revokes Freeze on Components

Priorities on Purchase Of Equipment Are Eliminated

CARRYING OUT the first major step of its reconversion program for the electronics industry, the WPB Radio & Radar Division last week removed all restrictions on the production and sale of components required for manufacture and repair of transmitters and receivers.

The WPB action, John Creutz, chief of the Domestic & Foreign Branch, explained, means the elimination of priorities to purchase equipment but continues restrictions on production of transmitters, receivers, juke boxes, phonographs, turntables, public address systems and other end equipment. Restrictions still remain on construction over $1,000, he pointed out.

Complete Thaw in October?

The final step in the reconversion program—revocation of Limitation Order L-265—may be taken in the fourth quarter of this year, possibly in October, depending on the extent of cutbacks in military electronic requirements.

Mr. Creutz disclosed that the Division expects to release the first spot authorizations for receiver production within the next two weeks. This action, he said, should make available a small number of radios by Christmas but the supply will hardly permit more than "production for display" by dealers. He added that civilian tube production is still too low to provide substantial supplies for new sets.

Some authorizations probably will be issued in August for transmitter production, he said. The Division is now processing applications for such authorization. No restrictions will apply on the sale of equipment produced under "spot".

Should File Soon

WPB said that applications for authorization to produce end equipment in the third and fourth quarters of 1945 may be filed under the provisions of Priorities Regulation 25. Instructions for filing applications are now included in the order itself and Direction 2 has been revoked.

Application Form WPB-4000, which requires a listing of major components to be used, WPB said, should be filed as soon as possible. Relays have been added to the original list which includes tubes, transformers and reactors (excluding radio frequency and intermediate frequency coils), capacitors, resistors, loud speakers, switches and sockets.

Removal of restrictions on components was embodied in an amendment to L-265 which permits producers to make restricted electronic equipment to fill (1) actual orders for military and other specified Government agencies; (2) actual orders bearing preference ratings; (3) an authorized production schedule as defined in CMP Reg. 1.

As a result of the amendment, WPB pointed out, consumer and supplier certifications are no longer required when selling components. However, a new certification which is included may be used, although not required, in buying parts from a manufacturer.

Equitable Distribution

"If any distributor, dealer or person purchasing repair parts from a producer certifies that he will use or resell them for repair only," WPB said, "the order will be treated as though having an AA-3 rating, except that manufacturers need not make delivery on such orders in the same sequence in which they are received. A manufacturer must distribute his available supply of repair parts to his various customers so as to obtain a wide and equitable distribution."

WPB added that under the amendment it is no longer necessary to limit sales of home receivers or other electronic equipment, including public address and intercommunication systems, test equipment, etc., to rated orders if production was authorized by WPB. Rated orders must be filed before unrated orders.

The amendment prohibits the use of M-R (maintenance and repair) tubes in the production of new electronic equipment.

---

84 STATIONS PLACED ON TEMPORARY LIST

EIGHTY-FOUR stations were placed on temporary license until Oct. 1 by the FCC last week and 52 others, on temporary for periods dating back a year, were continued on the same basis until Oct. 1 (For list see FCC Actions, page 82.)

Of the 84 placed on temporary, 30 licenses were due to expire Aug. 1. The bulk of those were routine delays because of failure of Commission staff to process applications. Whether any of the 80 were designated for temporary under the FCC commercial-vs-sustaining program scrutiny policy could not be learned.

Of the 52 continued on temporary status, one station has been on temporary since June 1, 1944, one since Aug. 1, 1944, another since Oct. 1, 1944, another since Dec. 1, 1944, and the remainder since early this year, dating from Feb. 1 to June 1.

Howard Lane Named General Manager Of Field Enterprises Radio Division

HOWARD LANE, for two years CBS director of station relations, joins Field Enterprises Inc. Oct. 1 as general manager of the radio division, headquartering in Chicago, according to Clem J. Randau, vice-president of Field Enterprises. Organization owns and operates two radio stations, WJJD Chicago and WSAI Cincinnati, publishes the *Chicago Sun* and owns two book publishing companies, Simon & Schuster and Pocket Books Inc. *PM*, New York newspaper, also is a Field enterprise.

Mr. Lane has been with CBS three years, spending a year in charge of station relations for the network's Central Division, with offices in Chicago, before going to New York. Prior to joining CBS in 1942 he had been business manager of McClatchy Broadcasting Co., operating five stations in California and Nevada. During his eight years with McClatchy, Mr. Lane served two terms on the NAB board as representative of the 15th District.

At CBS, Mr. Lane worked under Herbert V. Akerberg, vice-president in charge of station relations, who hopes to name a successor shortly.

Mr. Randau said: "We hope to expand our activities in the broadcasting field, in AM, FM, facsimile and television, and it was our desire to put our radio operations and development program under the direction of an experienced top-flight broadcaster."

Mr. Randau said Mr. Lane will become a director of WJJD Inc., and Buckeye Broadcasting Co., which operates WSAI. Presumably, he will take over other executive functions as Field radio enterprises are expanded. FM service is contemplated in New York, Chicago and Cincinnati, with expansion of AM operations also in prospect.

Mr. Lane

MINUTES AFTER this swearing in scene last Monday morning, the FCC's newest member, Commissioner William H. Wills, was sitting in on his first official proceeding—the Crosley-Aviation Corp. transfer. Miss Betty Ferro, reviewer of the FCC Commercial License Section, administered the oath.

WILLS TAKES OATH; SEES RADIO'S FORCE

WILLIAM HENRY WILLS of Bennington, Vt., former Governor of his State, was sworn in as Federal Communications Commissioner last Monday morning succeeding Norman S. Case, and within an hour was formally sitting with the Commission in the proposed transfer of control of the Crosley Corp., Cincinnati, including WLW, to the Aviation Corp.

In the presence of the other six Commissioners, heads of various departments and a group of Vermonters, headed by Col. Joe Fairbanks and William D. Hassett, Mr. Wills subscribed to the oath, administered by Betty Ferro, reviewer of the FCC Commercial License Section. Mr. Hassett, senior White House secretary, is a native of Northfield, Vt., and long-time friend of the new commissioner.

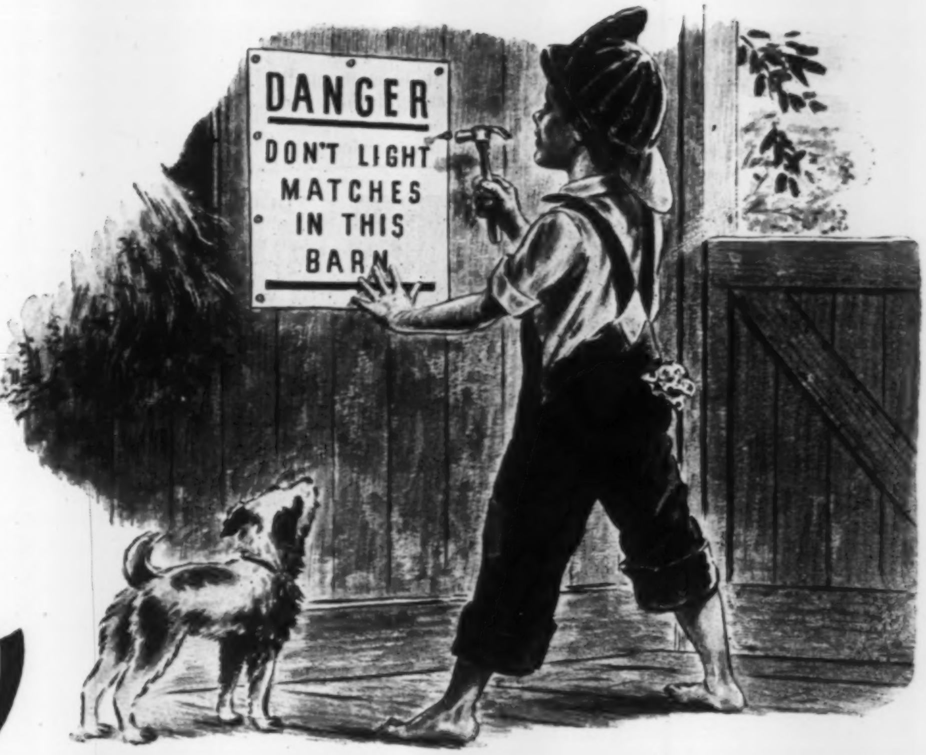
Commissioner Wills left Washington after the Crosley-Avco hearing and plans to return about Aug. 15, after winding up his personal affairs in Bennington.

In radio he sees a potent force—one which can be used effectively to "build a nation or tear it down." He recalled a broadcast he did about 10 p.m. one night in January 1940 in behalf of the late Wendell L. Willkie, 1940 GOP presidential candidate. He had hardly left the microphone before the first telephone call came. It was from Montana. For the next four hours his phone was busy with callers in many states. More than 1,200 letters came in, too.

Mr. Wills has some ideas about broadcasting, but until he gets a chance to get his feet on the ground, study the Communications Act and review the FCC Rules & Regulations, he won't have much to say. He does feel, however, that a free radio can be a great asset in the postwar period, he said.

Gov. Wills was nominated by President Truman to succeed Gov. Case on June 13 and was confirmed by the Senate on July 12 [BROADCASTING, June 18, July 16].

ANOTHER REASON WHY
IOWA PREFERS WHO


DANGER
DON'T LIGHT MATCHES IN THIS BARN

WHO fights farm fires!

Usually it's futile to combat a rural home or barn fire *after* it's well started. Sufficient water and mechanized equipment are seldom available. Sometimes sympathetic neighbors form bucket brigades, of course, but . . .

WHO believes the only answer is *prevention* through education and elimination of danger points. To that end we annually conduct a program aimed at inducing rural youngsters to find and remove fire hazards. Prizes are offered to the schools doing the best work, and pupils of the top ten schools are feted at a special broadcast and banquet. The campaign is run in cooperation with Iowa State College and the Iowa Fire Prevention Committee.

Has it *worked?* Well, Iowa's farm losses in 1944 were $700,000 less than in 1943. During this year's first quarter they ran half a million under the same period in '44. Says State Fire Marshal John Strohm: "WHO's campaign for Farm Fire Prevention was a major factor in bringing about this reduction."

The Fire Prevention Campaign is just another example of *how* we serve the people of Iowa . . . and of *why*, in return, Iowa prefers WHO!

+ WHO *for* Iowa PLUS +
Des Moines . . . 50,000 Watts
B. J. Palmer, *President* J. O. Maland, *Manager*
FREE & PETERS, Inc., *National Representatives*

Heavy Agenda for NAB Board Meeting

Naming Assistant to New President Will Be Considered

J. HAROLD RYAN, NAB interim president, will preside at his last full board meeting when the NAB Board convenes in Washington next Monday and Tuesday to clean up a heavy agenda before handing over the NAB helm to Justice Justin Miller.

Mr. Ryan plans to return in the fall to his post as vice-president and operating head of Ft. Industry Co. but will be available for NAB consultation. Judge Miller will not take over at the NAB until Oct. 1, and probably will not resign from the U. S. Court of Appeals for the District of Columbia until mid-September, shortly after he returns from the ETO inspection tour to be made by top-level broadcasters (see story on page 17).

Committee Reports

With the NAB Convention abandoned due to travel regulations, the Board will establish a schedule of NAB work for the rest of the year.

First on the Board agenda will be the report of the presidential selection committee, headed by T. A. M. Craven, vice-president of Cowles Broadcasting Co., which named Judge Miller. The committee also has recommended that an executive director or chief assistant be named promptly by the Board, and a number of names will be considered. Final action at this meeting was considered unlikely The committee has recommended appointment of an executive committee to function until Judge Miller takes over, probably to include Mr. Ryan and two other broadcasters.

Other Board subjects include:

Recommendations of Labor Relations Executive Committee for broadening of the NAB-labor management functions with an additional $50,000-a-year appropriation, to be presented by Harry Le Poidevin, WRJN Racine, Wis., committee chairman, and John Morgan Davis, labor relations counsel.

Progress report on Broadcast Measurement Bureau by Hugh Feltis, BMB president.

Report by Col. Ed M. Kirby, former NAB public relations director and now chief, Radio Branch, Army Public Relations on Army radio activities and interim report to NAB Board after five years of active Army service.

Report of Code Committee by Lee H. Wailes, Westinghouse radio manager, especially discussing controversial issues.

Possible appearances of Rev. Sam Morris and attorney Henry M. Johnson of Louisville, representing National Temperance & Prohibition Council, which has protested to FCC on beer advertising on Texas stations and refusal of stations to sell prohibition group equal time. Most recent development was decision of WFAA Dallas to eliminate alcoholic beverage advertising and to provide sustaining time to wet and dry interests.

Report of public relations committee including Lee-Losh proposal for National Academy of Radio Arts & Sciences which would entail a quarter million dollar fund; studies on listener activities and plan for furtherance of newspaper publicity through mat service.

Presentation of reports by sales managers executive committee through Lew Avery, NAB director of broadcast advertising, on: Joske radio retail advertising clinic in San Antonio; NAB-4A standard rate card study; procedure on disclosure of audience measurement information; agency recognition; cooperation with advertisers and agencies on improvement of advertising copy. All of the latter subjects were studied by special committees.

YOUR sweltering editors are delighted to publish this picture of Jeanette Harper who studies radio at the College of Mines and serves KTSM El Paso as spare time announcer. She is the niece of Karl O. Wyler, manager of KTSM.

Ford Music to K&E

KENYON & ECKHARDT, New York, will handle the hour symphony program starting Sept. 30 on American. Entire account had been handled by J. Walter Thompson Co., which retains the Ford Sunday afternoon program on NBC. Night symphony, an institutional program, involves about $1,250,000 in billings for K&E.

President to Report

PRESIDENT Truman will make a nationwide radio report to the American people on the Big Three Conference at Potsdam, Germany, according to an Associated Press story last Thursday. The President will broadcast from Washington when he returns after the sessions have ended. No indication was given as to time of broadcast.

Research Meeting Planned by BMB

Progress of Work and Plans On Agenda; 6 New Members

BMB's Technical Research Committee will hold its first joint meeting with the Research Committee of the Board Wednesday afternoon at the organization's New York headquarters. John Churchill, director of research, will preside, with Hugh Feltis, president, and Paul Peter, executive secretary, in attendance.

Morning session will be devoted largely to a dovetailed presentation of the technical phases of the Bureau's operation for review by the committee, with the afternoon session given over to planning steps in the Bureau's measurement procedure.

Named to Committees

Members of the BMB Board's Research Committee are: D. E. Robinson, Sherman K. Ellis Inc., chairman; R. Elder, Lever Bros.; Frank Stanton, CBS.

Technical Research Committee comprises: For advertisers—A. N. Halverstadt, Procter & Gamble Co.; F. G. Berner, G. Washington Coffee Refining Co.; R. F. Elrick, Quaker Oats Co.; for advertising agencies, F. B. Manchee, BBDO; William R. Farrell, Benton & Bowles; W. J. Main, Ruthrauff & Ryan. For broadcasters, Edward F. Evans, American; Barry Rumple, NAB; third to be announced.

Six new contracts were announced by BMB President Feltis, bringing the total number of station subscribers to 524. New subscribers are WENT, WNLC WMFF WTRC WAIR WHDL.

NAB 1945-46 Committees Are Named

CREATION of three new committees was announced last week by J. Harold Ryan, retiring president of the NAB, who appointed standing committees for 1945-46. The committees will serve until the 1946 membership meeting. In event there is no convention, they will serve until terminated by the Board of Directors.

In announcing the committees, Mr. Ryan said he had agreed to remain as head of the NAB only until the Board meeting Aug. 6-7 in Washington. He pointed out, however, that most of the NAB's work is done in committee and it was most important that these various groups function at all times. The new committees are Copyright, Music and Farm Program Directors.

Following are the appointments:

CODE—Herbert Hollister, KANS, chairman; Edgar L. Bill, WMBD; Arthur B. Church, KMBC; Henry Johnston, WSGN; Merle S. Jones, WOL; Lee B. Wailes, KYW; Fd Yocum, KGHL; Wm. S. Hedges, NBC; Jan Schimek, CBS.

COPYRIGHT—James P. Begley, KYW, chairman; Warren P. Williamson, WKBN; Richard O. Lewis, KTAR; Thomas H. Belviso, NBC; William Fineshriber, CBS.

ENGINEERING EXECUTIVE—G. Porter Houston, WCBM, chairman; O. B. Hanson, NBC; Karl B. Hoffman, WGR; William B. Lodge, CBS; J. B. Fuqua, WGAC.

FARM PROGRAM DIRECTORS—Larry Haeg, WCCO, chairman; John Merrifield, WHAS; Layne Beaty, WBAP; Bill Moshier, KJR; Arthur C. Page, WLS; Herb Plambeck, WHO; William Drips, NBC.

LABOR EXECUTIVE—Calvin J. Smith, KFAC, chairman; Kenneth Berkeley, WMAL; William Fay, WHAM; Edward E. Hill, WTAG; Harry LePoidevin, WRJN; John H. MacDonald, NBC; Frank K. White, CBS.

LEGISLATIVE—Don S. Elias, WWNC, chairman; Clair R. McCollough, WGAL; Joseph H. Ream, CBS; J. Leonard Reinsch, WSB; Frank M. Russell, NBC; J. Harold Ryan, WSPD; G. Richard Shafto, WIS; James D. Shouse, WLW; Harry R. Spence, KXRO; O. L. Taylor, KGNC.

MUSIC—Clarence Leich, WGBF, chairman; G. Mallory Freeman, WRNL; David H. Harris, WOL; Elliott Sanger, WQXR; Frank R, Smith Jr., WWSW.

OFFICE FORMS AND PRACTICES—John B. Conley, KEX, chairman; Gene L. Cagle, KFJZ; Ken Church, WCKY; S. R. Dean, CBS; Harry F. McKeon, NBC; Lloyd C. Thomas, KGFW; Earl W. Winger, WDOD.

PROGRAM MANAGERS EXECUTIVE—Irvin Abeloff, WRVA, chairman; Eugene Carr, WHBC; Howard R. Chamberlain, WLW; Harold Fair, WHO; Ralph W. Hardy, KSL; H.. W. Slavick, WMC; Elliott Stewart, WIBX; Clarence L. Menser, NBC; Douglas Coulter, CBS.

INSURANCE—William I. Moore, WBNX, chairman; S. R. Dean, CBS; R. J. Teichner, NBC.

RADIO NEWS—E. R. Vadeboncoeur, WSYR, chairman; William Brooks, NBC; A. A. Fahy, KABR; Arthur Kirkham, KOIN; Karl Koerper, KMBC; Chet Thomas, KXOK; Paul White, CBS.

PUBLIC RELATIONS EXECUTIVE—Leslie W. Joy, KYW, chairman; Michael R. Hanna, WHCU; Phil Hoffman, KRNT; Richard H. Mason, WPTF; James H. Moore, WSLS; John F. Patt, WGAR; W. Walter Tison, WFLA; Lewis Allen Weiss, KHJ; Harry Kopf, NBC; George Crandall.

RESEARCH—J. C. Tully, WJAC, chairman; Roger Clipp, WFIL; Charles E. Couch, KALE; W. Lee Coulson, WHAS; Dietrich Dirks, KTRI; Edward F. Evans, WJZ; Dale Taylor, WENY; Elmo S. Roper, CBS; one vacancy.

SALES MANAGERS EXECUTIVE—James V. McConnell, NBC, chairman; C. K. Beaver, WOAI; Lincoln Dellar, KXOA; Arthur Hull Hayes, CBS; Stanton P. Kettler, WMMN; Beverly Middleton, WSYR; John M. Outler Jr., WSB; Odin S. Ramsland, KDAL; Frank V. Webb, WGL.

SMALL MARKET STATIONS—Marshall Pengra, KRNR, chairman; Wayne W. Cribb, KHMO; James R. Curtis, KFRO; Monroe B. England, WBRK; William C. Grove, KFBC; Robert T. Mason, WMRN; Glenn W. Marshall, WFOY.

The president of a radio station seeks capable assistants

● We are opening a new station in Richmond, Virginia. We have good jobs for good people who will help run a successful station.

We need engineers . . . control room operators and announcers.

If you'd like to be associated with an aggressive group, this may be for you.

If you're an engineer or control room operator, please write about your experience. Tell your story completely. A photograph of yourself will interest us too.

If you're an announcer, send along a record of your voice. You can cut a disc from one of your present shows . . . or make a special audition record. You, too, will be expected to write a complete story of your experience.

With our present knowledge of the business of putting on good entertainment and practical experience in selling time . . . with good people like yourself on the staff . . . your future is assured.

Tom Tinsley · WLEE · President

BROAD-GRACE ARCADE BUILDING · RICHMOND 19, VA.

MERITORIOUS ★
★ SERVICE

Carl Zimmerman, formerly chief announcer of WEMP, is awarded the Bronze Star Medal for meritorious service in the field of battle. We are proud of Captain Zimmerman, and pledge continuance of meritorious radio service in Milwaukee.

WEMP *Milwaukee*
AMERICAN BROADCASTING COMPANY

C. J. Lanphier
General Manager

Howard H. Wilson & Co.,
National Representatives

Self-Discipline Seen Greatest Need of Broadcasting in U. S.

Rotating Board of Governors Could Work With Government, Bulova-Lafount Executive Says

By HAROLD A. LAFOUNT
Executive Bulova-Lafount Stations

HOW SHALL we harness for constructive peacetime use the almost unfathomable power generated in America by total war? As we move on from VE-Day to VJ-Day this question is being asked everywhere, but nowhere more anxiously than in the broadcasting industry.

Mr. Lafount

War has brought to radio a fabulous increase in what was already fabulous power. Can that power be made to serve our peace aims as well as it has served our war aims?

Men and women who listen intensely to their radio several hours a day when news is breaking need no reminder of its influence. War has made radio an indispensable source of information. Millions also look to radio for guidance in their thinking about current events. Today it is probably our chief source of enlightenment as well as entertainment. Tomorrow it will wield still greater power with FM and television added to standard broadcasting and many new stations licensed.

The war and prewar years have also shown us how radio can be used to deceive the people and destroy liberty. In Germany, Italy and Japan, men's minds were enslaved. Radio became an essential part of the most evil system that mankind has known.

In this experience is ample warning of what the destructive use of broadcasting might mean in this country. One man, with the help of radio, a good voice and the art of showmanship can change the thinking of millions.

Radio must not be permitted to fall into the hands of potential dictators. Radio belongs to the people. It must remain a handmaiden of the public interest. But it is easier to state that objective than to attain it.

The law instructs the FCC to license stations which operate in the public interest, convenience and necessity. It gives the FCC a sort of veto over broadcasting, for the Commission inevitably considers the type of programs that a broadcaster has provided when his license comes up for renewal. Sometimes the Commission uses its power negatively, as in its recent ruling that stations must sell radio time for discussion of controversial issues. The effect is to break down restraints against the abuse of radio instead of directing its use into the most constructive channels.

A man with an evil purpose, or with a particular hatred or blind spot, may, if this ruling is upheld, broadcast intellectual poison.

Shall we accept this risk in the name of free speech? Shall we leave the question of who is to go on the air to chance, to the power of money or the persistence of the agency or individual.

Some say these decisions should be made by each broadcaster for himself, just as an editor decides what shall appear in his newspaper or magazine. But this comparison is not wholly valid. The editor controls only one segment.

There is no limit to the number of newspapers that may be published—that is to say, no limit except public demand. Anyone interested in seeing his views in print can publish a pamphlet if he is denied space in the established press. To this extent the press is within reach of everyone.

FORMER member of the Federal Radio Commission (1927-34) and practical broadcaster for more than a decade, Harold A. Lafount herewith discusses radio's vital peacetime role. Executive of the Arde Bulova-Lafount stations and head of the former Atlantic Coast Network, Mr. Lafount warns against too much Government regulation; calls for a radio as free from domination as the press and movies and urges broadcasters to set up their own self-disciplinary board.

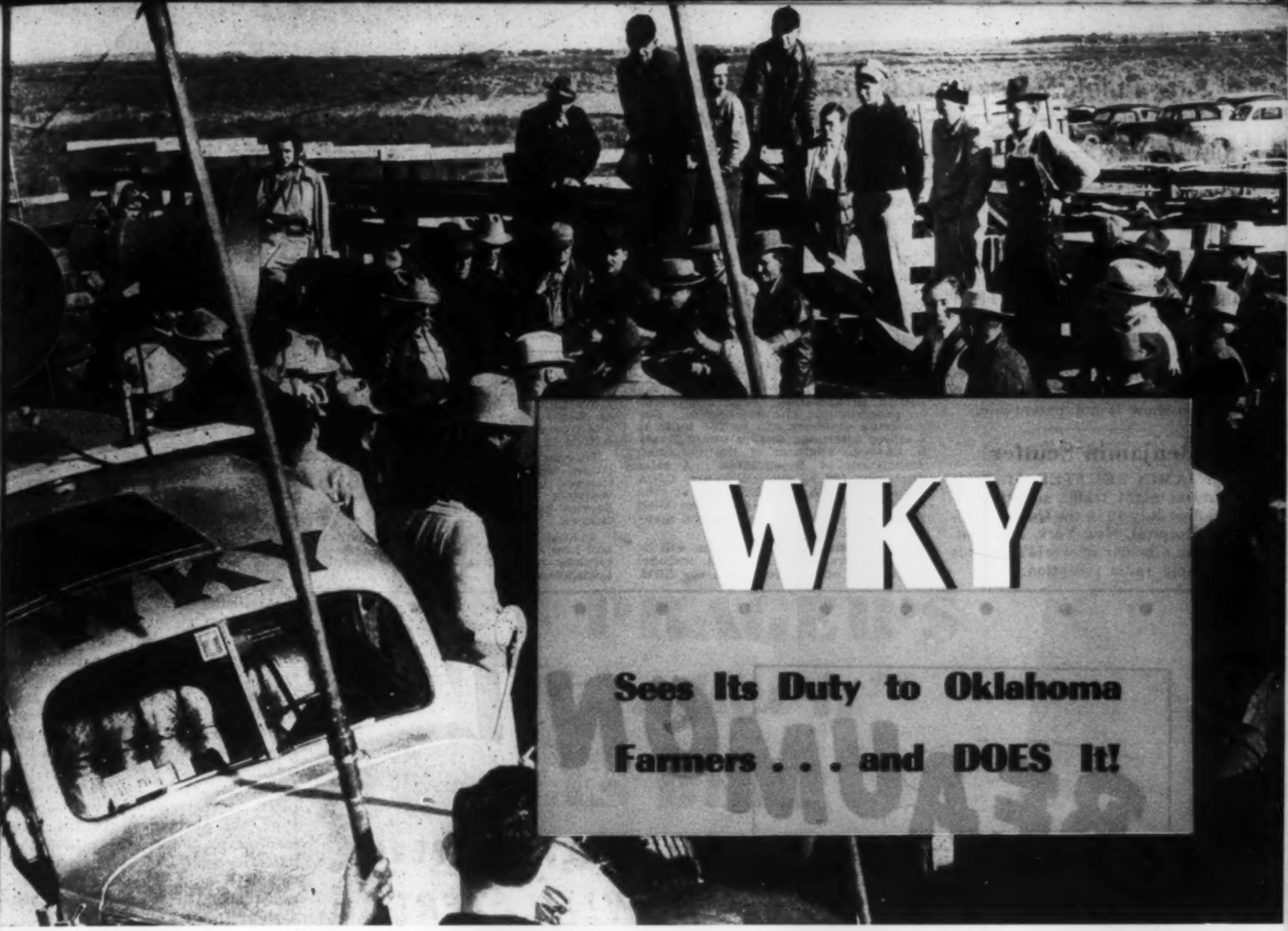
Radio is different. It is licensed by the Government. The number of stations is limited. It follows that the right of free speech is not the right to broadcast one's views on a national hook-up. Speaking on the radio becomes a special privilege.

Radio and the press differ in other respects. No newspaper chain reaches an audience comparable to that commanded by a great radio network.

Radio penetrates to the inner recesses of the home. Programs boom out in millions of living rooms, factories, ships and automobiles—free of charge. You can listen while you work or drive. Great networks reaching throughout the nation may carry slanted news or sugar-coated propaganda to the very center of our workshop and family circles. A power of this sort is obviously subject to greater abuse than is the power of the press or that of the motion picture industry.

Such a medium of mass com-

(*Continued on page 62*)



WKY

Sees Its Duty to Oklahoma Farmers . . . and DOES It!

ON August 9, WKY's Farm Service department will celebrate its first birthday.

At one year of age, it has reached healthy adulthood. WKY's Farm Service department, in fact, was never an infant, never toddled. It was born an adult; began walking at once, then running, and has been going places fast.

WKY's Farm Service department knew where it wanted to go, where it had to go to be of greatest service to Oklahoma agriculture. Under the direction of Edd Lemons, WKY's Farm Reporter, and Otis Parker, Associate Reporter, it has become not only a central information exchange and coordinator of all state agricultural interests, but has taken the lead in farm betterment by embarking on and sponsoring several important farm betterment projects.

WKY's cattle grub control project has received citations from both Variety and The Billboard. Two other long-term projects, hog improvement and soil conservation, are under way.

In touching every phase of farming, WKY's Farm Reporter has broadcast from 101 spots outside Oklahoma City and from 48 of the state's counties; from fairs, farm youth gatherings, demonstrations and clinics. He has broadcast the intriguing story of Oklahoma's "Flying Farmers", of "Hereford Heaven" and scores of others.

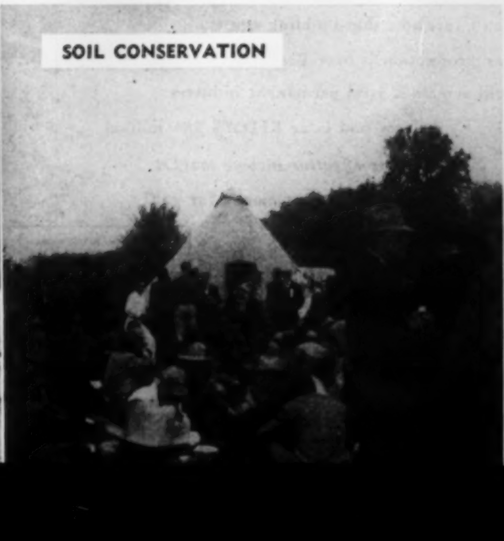
Just a glimpse of WKY's contribution to agriculture can be extracted from the July 11th letter of the state supervisor of the Emergency Farm Labor Program: "A real service was rendered the farm people of this state . . . your cooperation in disseminating harvest information made it possible to harvest Oklahoma's wheat crop this year in near record time."

This is the kind of service WKY started out to give Oklahoma farmers, and the kind of service it will continue to give in increasing measure.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times—the Farmer-Stockman
KVOR, Colorado Springs—KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY.

FLYING FARMERS



SOIL CONSERVATION

FARM YOUTH

Sues Philip Morris

CHARGING his program idea was used without consent on weekly NBC *Johnny Presents Ginny Simms*, new suit for $100,000 has been filed in Los Angeles Federal Court by Craig Reynolds, actor, against NBC, The Biow Co., and Philip Morris Co., sponsoring weekly broadcast. Using his true name of Harold H. Enfield, plaintiff said he and another writer worked up the "Veterans' Canteen" idea used in the network show. Similar suit was dismissed last month in Los Angeles Superior Court on grounds that an idea for a radio show is not patentable.

Benjamin Seutter

BENJAMIN SEUTTER, 51, Press Wireless night traffic superintendent, died July 19 in the Queens General Hospital, New York. Mr. Seutter was a holder of world's records for rapid radio reception.

CANADIAN STATIONS DISCUSS PROBLEMS

Sales, engineering, programs and the Bureau of Broadcast Measurement are featured in the agenda of the annual meeting of the Western Association of Broadcasters (Canada) meeting at Calgary at the Hotel Palliser August 6 and 7.

Following the report of President G. R. A. Rice, CFRN Edmonton, the opening morning session will include: financial report; discussion by Gerry Gaetz, CKRC Winnipeg, and WAB director for Manitoba, on annual meetings; messages from Jack Radford, station relation supervisor of Canadian Broadcasting Corp., and Michael Barkway, Canadian representative of the British Broadcasting Corp.; discussions on programming and engineering. Engineering problems will be the topic at a closed afternoon session under Henry S. Dawson, engineer of the Canadian Association of Broadcasters. A sales discussion led by Gordon Henry, CJCA Edmonton, will be followed at the closed meeting by a report from Glen Bannerman, president and general manager of the CAB.

The Tuesday morning session will be for members only, and will include: Election of officers, report on the BBM, by Horace Stovin of H. N. Stovin & Co., Toronto; report on the cooperative radio bureau, Ottawa, by Jack Slatter of Radio Representives Ltd., Toronto, and discussion on the CAB music committee.

Tuesday afternoon's open meeting includes report by Bert Cairns, CFAC Calgary, on rate classification; talk on Wartime Information Board Radio Service by Mrs. John G. Edison, WIB Ottawa.

Annual dinner on Monday evening will hear Captain Harper Prowse, armed services representative in the Alberta Legislature.

Safeway Adds

SAFEWAY Stores, grocery chain, has expanded network time on NBC western division and Pacific stations to half-hour daily, five days weekly, effective Aug. 13. Now sponsoring quarter-hour drama *Aunt Mary* in 3:45-4 p.m. period, chain will place new series *Dr. Paul* in that spot, moving present show ahead 3:30-3:45 p.m. Transcriptions will be spotted in cities not covered by live programs.

MIDGET SENTINEL
New Set Fits Into Shirt Or Vest Pocket

AN INNOVATION in radio set convenience and utility, is the new vest pocket receiver developed by the Sentinel Radio Corp., Evanston, Ill. The new model can be carried in vest or shirt pocket, handbag or concealed about the person, and will be several times smaller than the smallest camera or personal type set manufactured prior to the war.

The "speaker" will be an ear-piece, of the approved hearing-aid type, the aerial will be the wire leading to the ear-piece and the batteries will be self-contained. The complete unit, including batteries and tubes, will be little larger than a cigarette case.

Sentinel is still engaged in war production and cannot state specifically when the new set will go on the market, but the set has passed preliminary tests successfully and it is hoped production can begin as soon as restrictions are lifted.

O'Henry Increases

WILLIAMSON CANDY Co., Chicago (O'Henry candy bars), begins sponsorship of *Famous Jury Trials* Friday 9-9:30 p.m., on full network of the American Broadcasting Co. Contract effective August 10 placed through Aubrey, Moore & Wallace, Chicago, increases stations used from 126 to total of 183.

Rothrock Back

HAROLD B. ROTHROCK, of May, Bond & Rothrock, Washington consulting engineers, will be back as an active member of the firm August 1. For several years he has been doing critical war development work at Bell Laboratories, Whippany, N. J. Clyde Bond is in China with the AAF.

Campana on CBS

CAMPANA SALES Co., Batavia, Ill., will sponsor *Grand Hotel* on CBS Saturday 1:30-2 p.m. (EWT) effective Oct. 6. Show will originate in Chicago. Agency is Wallace-Ferry-Hanley Co., Chicago.

BEAUMONT
HAS MONEY TO SPEND
NOW!—LATER!

SHIPPING has long been one of Beaumont's important industries. So it's only natural that this port is one of America's foremost ship-building centers. When the flush of war production is over Beaumont's shipping will remain a vital permanent industry.

Now and later KFDM'S 585 million dollar *effective income market* means top crust money for you!

BLUE NETWORK
AMERICAN BROADCASTING CO., INC
KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS

SERVING THE **MAGNETIZED SABINE AREA

**Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

A radio station is known by the *Companies* it keeps

ATLAS PRAGER'S

"Got it...Get it"

SELLS BEER

on the New

WJJD

★ Chicago's Atlas Brewing Company makes it their business to know the Chicago market. Smart buyers, that they are, they pick the New WJJD to carry their "Got it . . . Get It" sales story to Chicagoland's thousands of avid White Sox fans. Their "Musical Scoreboard" follows Jack Brickhouse's play-by-play description of all Sox ballgames—a New WJJD EXCLUSIVE! And how the fans listen! Ask any Paul H. Raymer man for the evidence—a special Hooper report which skyrockets the New WJJD into a top "best buy" position! The New WJJD gets the audience . . . and *sells* them . . . with 20,000 watts of SELLING POWER . . . delivered into the largest coverage area of any Chicago station . . . regardless of power.

20,000 WATTS OF *Selling* POWER

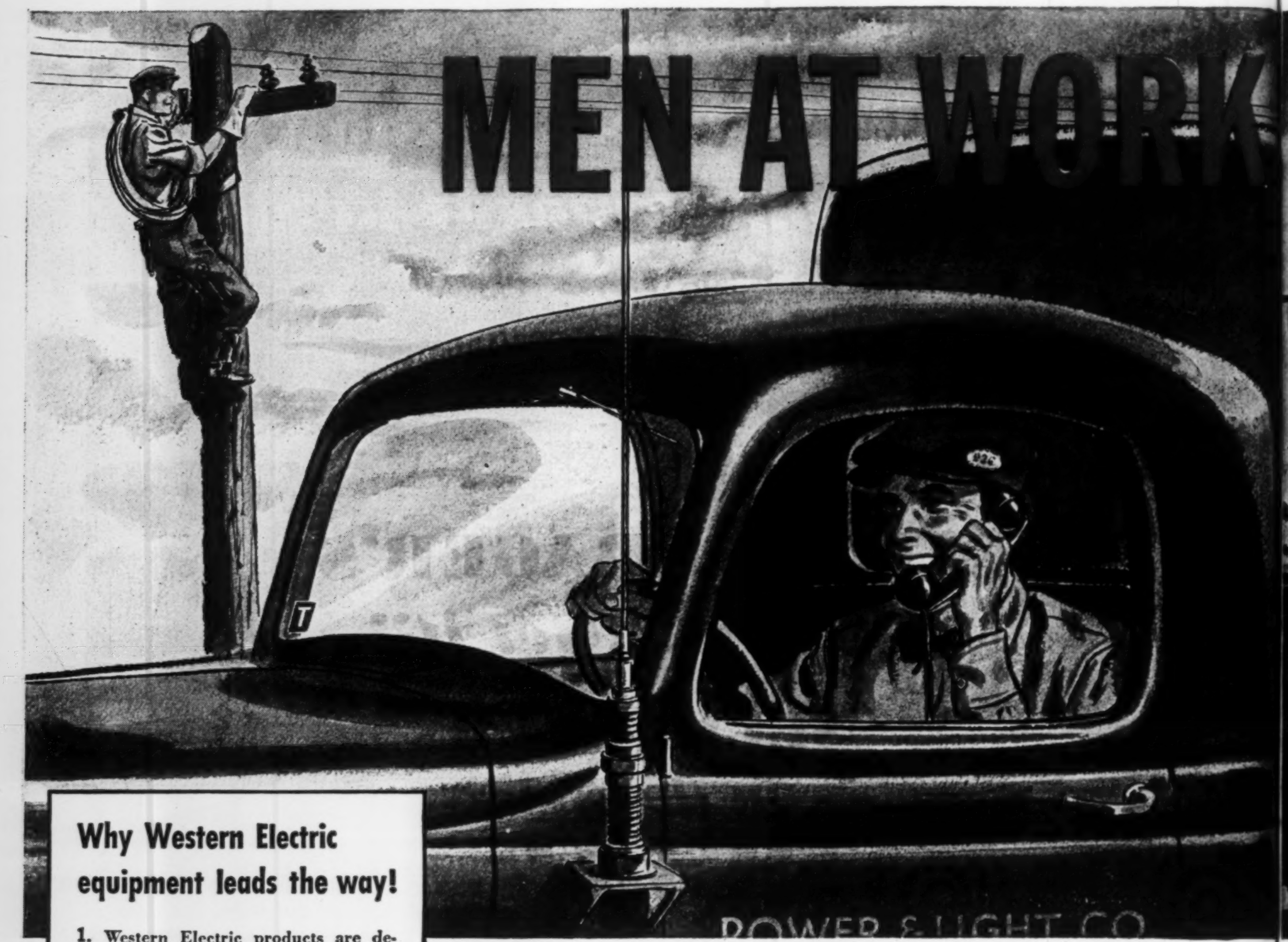
THE NEW

WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER



Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories —world's largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. Today this company is the nation's largest producer of electronic and communications equipment.

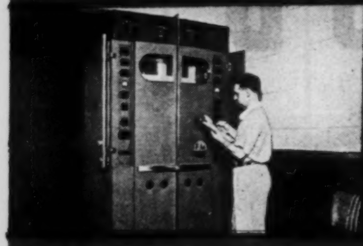
3. The outstanding quality of Western Electric equipment is being proved daily on land, at sea, in the air, under every extreme of climate. No other company has supplied so much equipment of so many different kinds for military communications.

Western Electric

Global war has spotlighted and proved to all the world the tremendous value of instantaneous communication by mobile radio telephone. In the air, on land and at sea, it has helped to get the job done faster and to save countless lives.

Men at work or men at play, in the years ahead, will find mobile radio telephone an equally efficient means of keeping

Western Electric has specialized

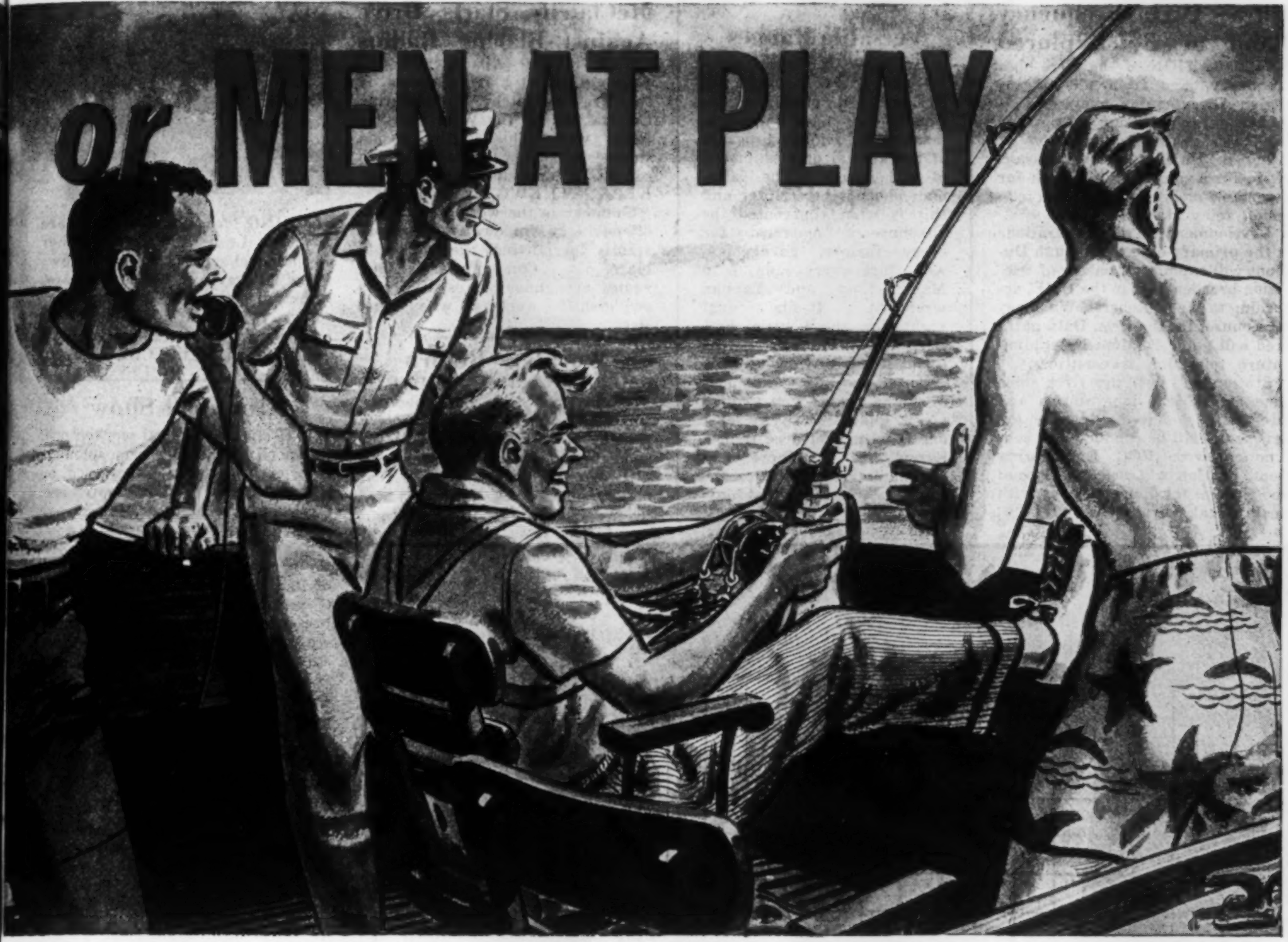


AM • BROADCASTING • FM

MARINE RADIO

AVIATION RADIO

MOBILE RADIO



equipment leads the way!

in quick, easy contact with business headquarters or with home.

For more than a quarter of a century, Bell Telephone Laboratories and Western Electric have pioneered in the field of mobile radio. When manpower and materials become available, count on Western Electric for the finest equipment for mobile communications services.

Western Electric

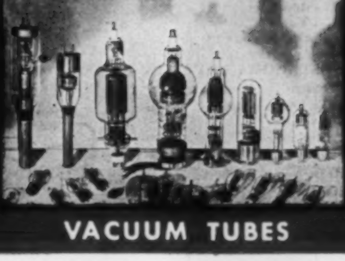
Distributed by Graybar Electric Company

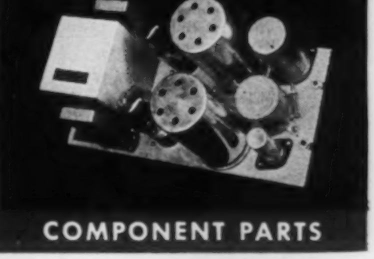
Buy all the War Bonds you can
. . . and keep all you buy!

knowledge in all of these fields

HEARING AIDS

SOUND SYSTEMS


VACUUM TUBES


COMPONENT PARTS

XUM

Ultra - High Frequency Band to Be Explored

EXPLORATION of the ultra-high frequency band from 480-920 mc, region allocated for television experiments, got under way when the FCC granted application of Allen B. DuMont Labs., Passaic, N. J., for a construction permit for a portable-mobile experimental television relay station.

Development of relay operations is the primary object, although DuMont will explore all phases of television broadcasting in the UHF, according to W. A. Roberts, Washington counsel for the firm. Data gathered will guide DuMont in building future television transmitters.

Station will be located for some time at DuMont laboratories and later will be moved. Skywave experiments will be conducted in conjunction with FCC Engineering Dept. Station will use A3, Special and Special for FM emissions with peak visual, aural power of 1 kw.

Versatile Ranges

A HARDWARE store sponsor on KUOA Siloam Springs, Ark., asked the station to include an announcement in its regular program of the arrival of a shipment of gas ranges. The salesman phoned the scripter and this is what confronted the announcer: "A must for every farmer, garageman, well, just every man, is a Magic Chef and Tappan wrench. . . . It fits in just right for those little fixit jobs. Maybe the wife will be trying it out for various emergencies around the house. It might pay to buy two, so you'll know where at least one is when you need it in a hurry". P. S. There was no middle commercial on the sponsors' program that day.

McClatchy Starts Drive Against Blaring Radios

LOUD RADIO Abatement Campaign aimed at blaring radios by the five McClatchy Broadcasting Co. stations on the West Coast is under way. This is the second summer of such a campaign, which consists of spot announcements on KFBK KMJ KWG KERN KOH.

Summer is the worst season for offenders, as windows are open constantly permitting the sound to blare out. Company feels loud radios are annoying, especially to swing-shift workers who must sleep.

Warblers Return

AMERICAN BIRD PRODUCTS, Chicago, starting in September resumes *American Radio Warblers*, Sunday 1-1:15 p.m. (CWT) on same list of Mutual stations used last year. This marks eighth year on air. Contract for 35 weeks placed by Weston Barnett Inc., Chicago.

SEEKING ideas for *The Saint* are (l to r) Leslie Charteris, author of the novel series and radio show; Peter D. Smyth, KLZ Denver program director; William Robson, producer for Ward Wheelock Co., agency servicing Campbell Soup Co., sponsors of the CBS series.

Campbell Show

WITH clinkers in deal worked out, Campbell Soup Co. starts sponsorship of *Request Performance* on CBS stations in late September. Okay on Masquers Club package show came after the Hollywood organization agreed to furnish letter assuring American Federation of Radio Artists that standard rate of pay will be adhered to and no pressure exerted to get program star-name talent. Requests for stars to appear on show will come from home front rather than servicemen as originally planned. Show will have talent cost of about $8,500 weekly. Ward Wheelock Co., Philadelphia, services account.

Radio Teaching

BASED on material gathered through experience in the classroom use of radio and as directing supervisor of WBOE Cleveland, Board of Education station, William B. Levenson, has written a book, *Teaching Through Radio* (Farrar & Rhinehart, $3). Book presents techniques and basic information needed by teachers and school administrators in various situations. A foreword by I. Keith Taylor, director of radio education, Ohio State U., and president, Assn. for Education by Radio, states "The progress of radio in the schools should be vigorously stimulated by Dr. Levenson's contribution."

CAB Meet Advanced

THE 1946 annual meeting of the Canadian Assn. of Broadcasters has been moved forward to May 27-30 instead of previously announced Feb. 11-13, it was decided at the recent CAB directors meeting at Toronto. Move was made in view of transportation difficulties during the winter months. Chateau Frontenac, Quebec, will be the 1946 headquarters.

CKEX Assigned

CKEX is new call letter assigned to 50 kw shortwave transmitter of Canadian Broadcasting Corp., Sackville, N. B., on 11.9 mc. This brings to 12 the number of frequencies used by the CBC shortwave station at Sackville.

LOWER FREIGHT RATES
KANSAS
MISSOURI
TENN.
COLORADO
OKLAHOMA
ARKANSAS
MISS.
LOUISIANA
NEW MEXICO
TEXAS
—assure more industry for the Southwest!
TAYLOR-HOWE-SNOWDEN
Radio Sales

This is an increasingly industrialized market, a market that justifies a top portion on your schedules. When preparing your schedules, let *T.H.S. assist you. With our on-the-spot knowledge of each individual market in this rich territory, we can be of real help to you.

Affiliates

Texas

KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Louisiana

KRMD—Shreveport

Oklahoma

KADA—Ada
KBIX —Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico

KGGM—Albuquerque
KVSF —Santa Fe

Sales Offices

New York
Chicago
Dallas
Hollywood
San Francisco
Portland
General Offices—Amarillo

Nashville has $200.00 more per capita income than the average of ten leading Southern cities . . .

LOUISVILLE	$1,579
MEMPHIS	1,262
MIAMI	1,520
MOBILE	1,259
NORFOLK	1,576
ATLANTA	1,352
BIRMINGHAM	1,231
DALLAS	1,411
SHREVEPORT	1,553
NEW ORLEANS	1,358
Average per capita income	$1,410
NASHVILLE'S per capita INCOME IS	**$1,611**

Copyright 1945, Sales Management Survey of Buying Power; further reproduction not licensed.

"extra" income that means extra sales...

This $200 a year is "plus" money . . . extra buying power above the necessities of life. Multiply this by hundreds of thousands of industrious homes and you see why the growing Nashville market area is a fertile field for aggressive selling . . . and why advertising over WLAC is reaching a purchase-minded audience.

Last year's retail sales volume of $128,625,000 placed Nashville 64th among American cities. *This was a gain of 10.4% over 1943,* or well ahead of the Nation's gain of 8.9%.

CBS

WLAC

NASHVILLE

50,000 WATTS

Represented by the
Paul H. Raymer Co.

"GATEWAY TO THE RICH TENNESSEE VALLEY"

Pulse Shows Small Loss in July Listening in New York Met. Area

JULY radio audience in the New York metropolitan area was 8% below the June level this year in contrast to a 20% drop in 1944, according to the Pulse Inc., audience measurement research organization. Small loss in 1945 is attributed to two factors: the abnormally high level in June of 1944 because of D-Day, June 6, and the New York newspaper strike in July 1945 which probably increased listening this month.

Walter Winchell was the top evening program in July, according to the Pulse, which rated it 18.7 as against a June rating of 23.3. Second was *Mr. District Attorney*, rated 13.3 in July, 18.0 in June.

Remainder of the top ten, listed with July ratings, were not among the leaders in June, when most of the winter favorites were still on the air: *Suspense*, 13.3; *Sealtest Village*, 13.0; *Can You Top This*, 11.3; *Truth or Consequences*, 11.0; *Hollywood Mystery Time*, 10.3; *Your Hit Parade*, 10.3; William Lang (replacing Gabriel Heatter, Tues., Sun.), 10.0; *Mystery in the Air*, 10.0; *Big Town*, 10.0; *Screen Guild*, 10.0.

Daytime toppers, with July ratings, were: *Kate Smith Speaks*, 7.3; *Bachelor's Children*, 7.3; *Aunt Jenny's Stories*, 7.0; *Bright Horizon*, 6.9; *Our Gal Sunday*, 6.8; *Helen Trent*, 6.7; *Breakfast in Hollywood*, 6.7; *Big Sister*, 6.7; *Second Husband*, 6.4; *Life Can Be Beautiful*, 6.3.

* * *

Nielson Expands Coverage

A. C. NIELSON Radio Index has acquired 30% more audimeters, which they say will double coverage and extend the coverage from coast-to-coast. NRI, as operated in the last 2½ years, has represented approximately 27% of the radio homes in cities, farms, rural non-farms and non-telephone as well as telephone homes.

Under expansion program 60% of the radio homes are to be represented, according to Nielson. The expansion geographically brings a 123% increase in radio home coverage, the index firm states, and an increase of 287% in square miles represented.

By the end of 1945 NRI will be based on a 40% larger home sample, achieved through the use of the increased number of audimeters. Explanation for this figure lies in the fact that the index is not confined to listening to one receiving set per home. In 25% of the homes, families listen to two sets.

NRI is now operating on a calendar month rather than on the four-week basis. All areas except the Pacific Coast will be represented in audimeter coverage by Oct. 1. Pacific Coast will be included by Jan. 1.

Radar Doodlers

TO PROVIDE visual aids needed for various operations for turning out radar equipment, Philco has established a Production Illustration Group of Industrial Engineering staffed by professional artists, according to an announcement by Joseph H. Gillies, vice president in charge of radio production. "All art processes—from a rough doodle of an idea to the finished product", says Philco, are made by the Group which was organized by C. F. Woll and directed by Morris Blackburn, well-known artist and art instructor.

* * *

Perkins Highest Sponsor

LATEST HOOPER which places *When a Girl Marries* on top of the Top Ten weekday July daytime programs [BROADCASTING, July 23] also reveals that *Ma Perkins* (NBC) has the highest sponsor identification, 76.7. Ted Malone has the highest number of women listeners per listening set, 1.45; and also the largest number of men per listening set, 0.76. Largest children's audience goes to *Terry & the Pirates* with a 1.27 score.

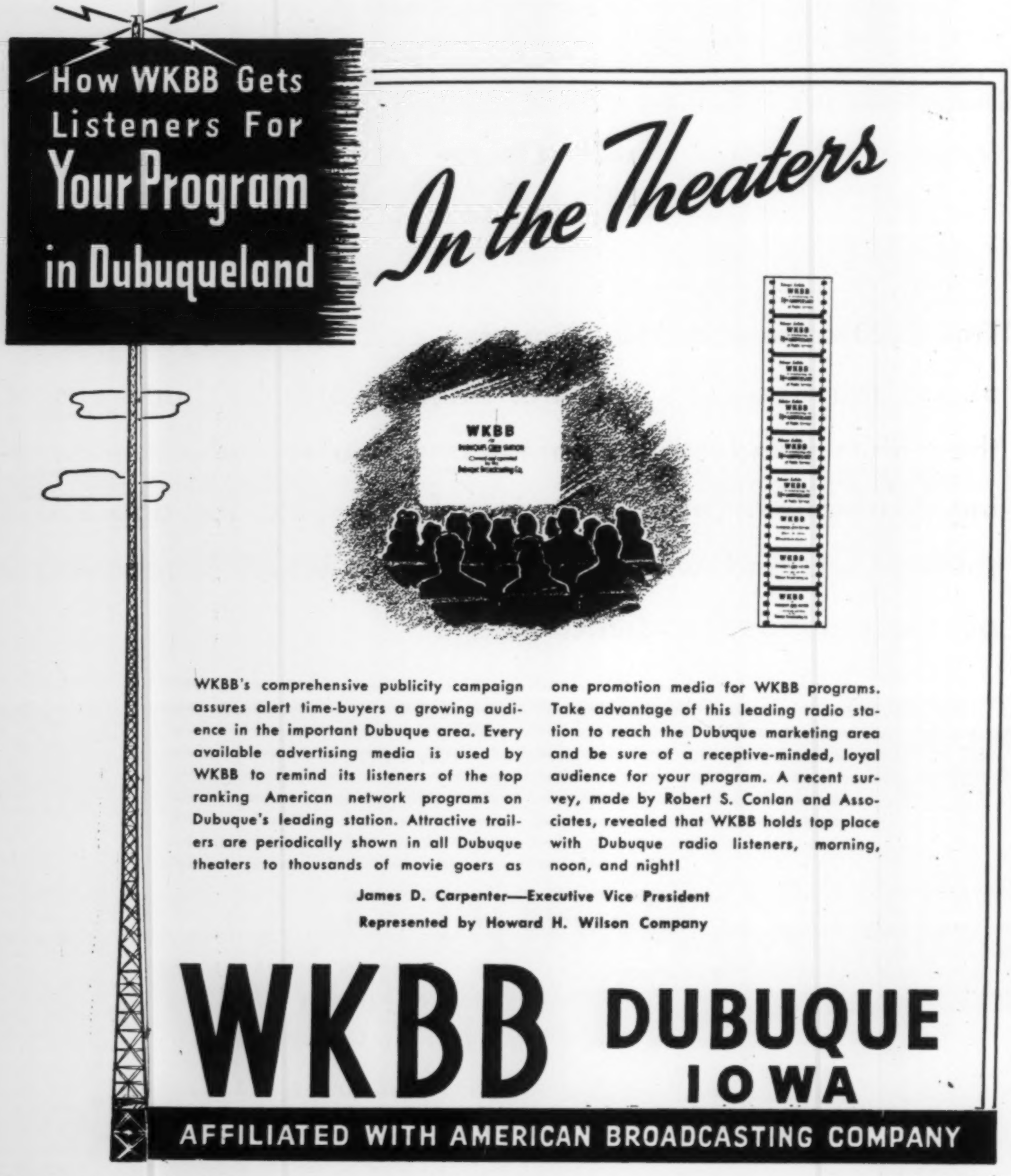
Average daytime sets-in-use is 13.3, or 1.1 less than the previous report, and 0.2 more than a year ago. Average rating is 3.7, down 0.4 from last report, and down 0.2 from a year ago.

Subs For Kennedy

FIVE magazine editors and three press association newsmen will substitute for John B. Kennedy, American commentator, who will be on vacation Aug. 6-17. They are: Barry Faris, INS editor-in-chief; Edward Maher, editor of *Liberty* magazine; DeWitt McKenzie, AP war analyst; William Birnie, editor of *Woman's Home Companion*; Ralph H. Heinzen, former UP bureau manager in Paris; Lawrence Spivak, *American Mercury* editor; William L. Nichols, editor of *This Week* magazine; Daniel D. Mich, executive editor of *Look* magazine.

WOMT Fulltime MBS

WOMT Manitowoc, Wis., with 250 w on 1240 kc, joins Mutual as a fulltime affiliate on Aug. 15. Addition brings total number of Mutual affiliates to 273.



How WKBB Gets Listeners For Your Program in Dubuqueland

In the Theaters

WKBB's comprehensive publicity campaign assures alert time-buyers a growing audience in the important Dubuque area. Every available advertising media is used by WKBB to remind its listeners of the top ranking American network programs on Dubuque's leading station. Attractive trailers are periodically shown in all Dubuque theaters to thousands of movie goers as one promotion media for WKBB programs. Take advantage of this leading radio station to reach the Dubuque marketing area and be sure of a receptive-minded, loyal audience for your program. A recent survey, made by Robert S. Conlan and Associates, revealed that WKBB holds top place with Dubuque radio listeners, morning, noon, and night!

James D. Carpenter—Executive Vice President

Represented by Howard H. Wilson Company

WKBB DUBUQUE IOWA

AFFILIATED WITH AMERICAN BROADCASTING COMPANY

WDRC program information

CBS

5 WINNERS

Here are five outstanding programs, available for sponsorship in Hartford, on WDRC. Two are newscasts. Four are originated locally. All are excellent buys, for national or regional advertisers who want to CONNECT IN CONNECTICUT!

NAME	TIME	DESCRIPTION OF PROGRAM
BREAKFAST TIME	6 to 7 a.m. Monday through Saturday	Station opens morning schedule with fifteen minutes of AP news, followed by music, weather reports, and Breakfast Time entertainment. Available in blocs of time.
CBS WORLDWIDE NEWS	9 to 9:15 a.m. Monday through Saturday	Network program available for local sponsorship in Hartford. Fifteen minutes of CBS Worldwide News Summary with Harry Clark and CBS correspondents. Can be sponsored one or more days per week.
MUSIC-OFF-THE-RECORD	3 to 4 p.m. Monday through Friday	WDRC's popular all-request record show with Larry Colton. Setting new high for mail pull. First on the air with new record releases. Available in blocks of time.
GEORGE B. ARMSTEAD	6:30 to 6:45 p.m. Monday through Friday	Former Managing Editor of The Hartford Courant, George B. Armstead interprets the news on WDRC. His Hooper rating is better than most national commentators. Available across the board or three days a week.
STRICTLY SWING	2 to 3 p.m. Saturday afternoons	15,000 swing devotees have written in for membership cards in WDRC's Strictly Swing Club. That gives you an idea of the popularity of this jam session. Available once-a-week.

FREE LITERATURE **with complete information is available on most of these shows. Ask also for WDRC's new Market Study of Hartford, the city with $7,607.00 per family in Effective Buying Income. Write William F. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut.**

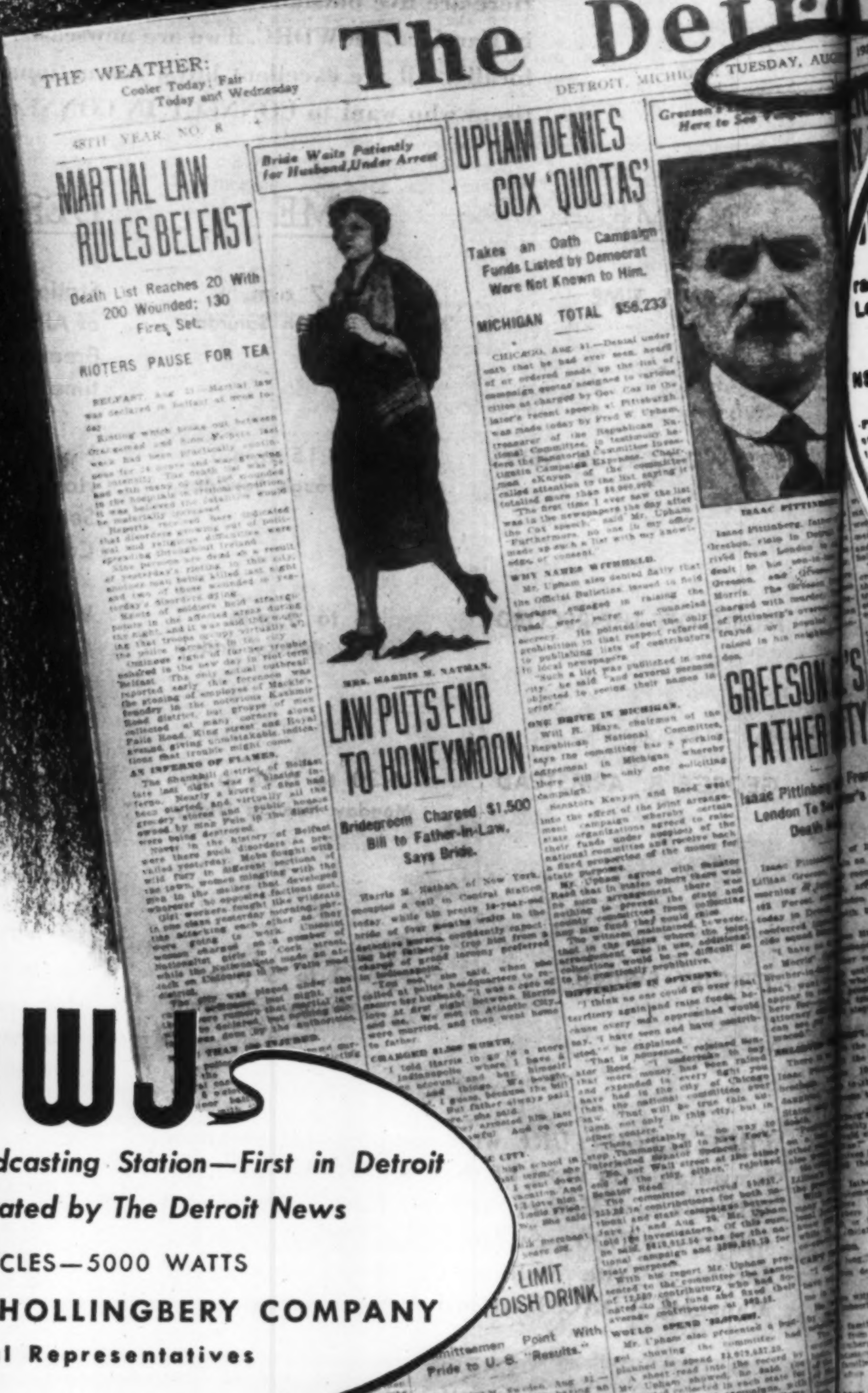
1 COVERAGE 2 PROGRAMS 3 RATE
GET ALL 3 ON WDRC

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

CONNECTICUT'S PIONEER BROADCASTERS SINCE 1922 • BASIC CBS HARTFORD

XUM

When WWJ was Eleven



The Detr

THE WEATHER: Cooler Today; Fair Today and Wednesday

DETROIT, MICHIG

TUESDAY, AUG

48TH YEAR. NO. 8

MARTIAL LAW RULES BELFAST

Death List Reaches 20 With 200 Wounded; 130 Fires Set.

RIOTERS PAUSE FOR TEA

Bride Waits Patiently for Husband, Under Arrest

MRS. HARRIS M. NATHAN.

LAW PUTS END TO HONEYMOON

Bridegroom Charged $1,500 Bill to Father-In-Law, Says Bride.

UPHAM DENIES COX 'QUOTAS'

Takes an Oath Campaign Funds Listed by Democrat Were Not Known to Him.

MICHIGAN TOTAL $56,233

LIMIT

EDISH DRINK

mitteemen Point With Pride to U. S. "Results."

GREESON

FATHER

NBC Basic Network
Associate FM Station WENA
Television C.P. Pending

WWJ

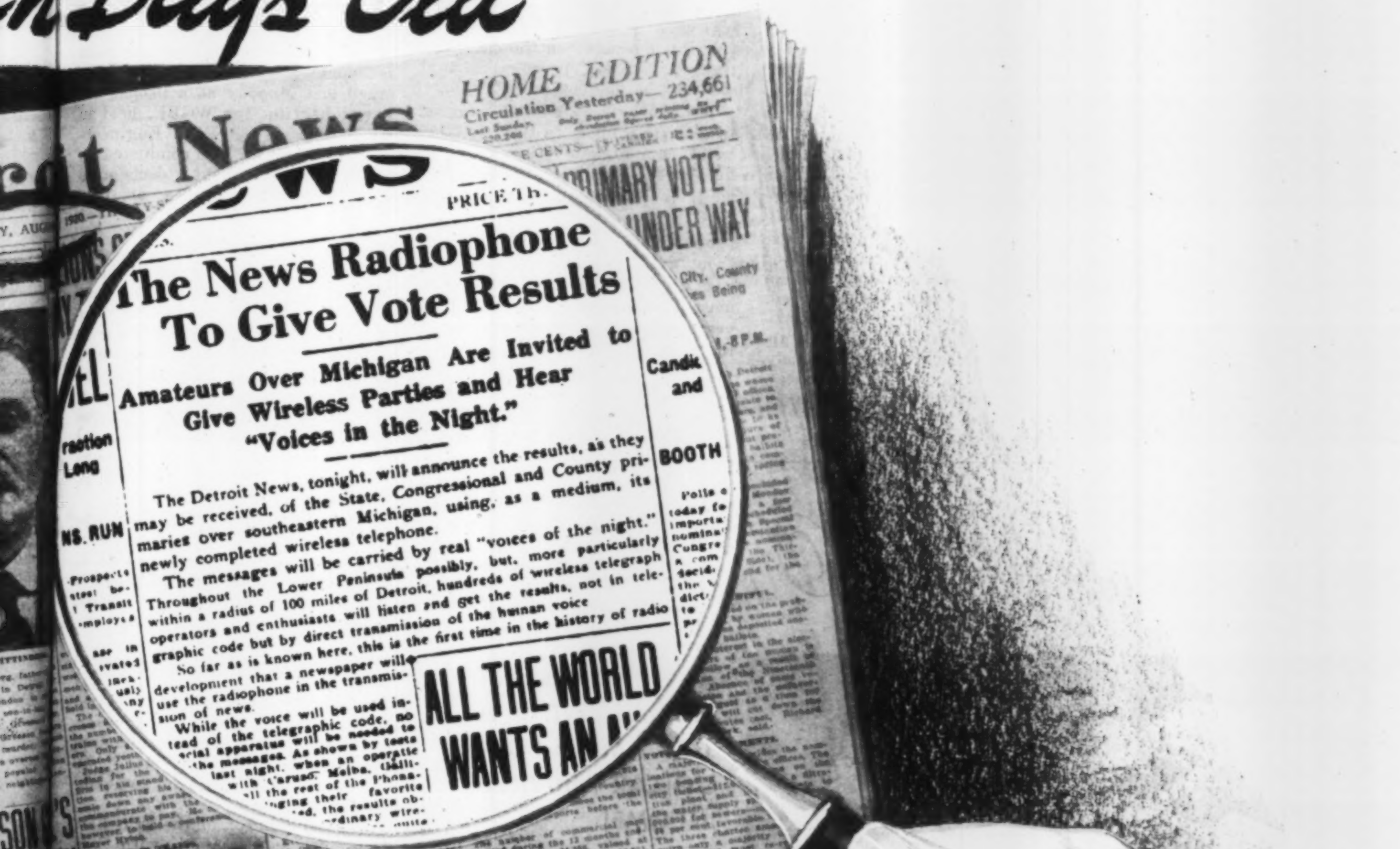
America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

en Days Old



it News

HOME EDITION
Circulation Yesterday— 234,661

PRICE TH

PRIMARY VOTE
UNDER WAY

City, County
es Being

The News Radiophone To Give Vote Results

Amateurs Over Michigan Are Invited to Give Wireless Parties and Hear "Voices in the Night."

The Detroit News, tonight, will announce the results, as they may be received, of the State, Congressional and County primaries over southeastern Michigan, using, as a medium, its newly completed wireless telephone.

The messages will be carried by real "voices of the night." Throughout the Lower Peninsula possibly, but, more particularly within a radius of 100 miles of Detroit, hundreds of wireless telegraph operators and enthusiasts will listen and get the results, not in telegraphic code but by direct transmission of the human voice

So far as is known here, this is the first time in the history of radio development that a newspaper will use the radiophone in the transmission of news.

While the voice will be used instead of the telegraphic code, no
ecial apparatus will be needed to
the messages. As shown by tests
last night, when an operatic
with Caruso, Melba, Galli-
ll the rest of the Phono-
nging their favorite
ed, the results ob-
rdinary wire-
quite

ALL THE WORLD
WANTS AN A

Candi
and

BOOTH

raction
Long

NS. RUN

SON'S
HERITY

6-CENT CASH FARE
FACED IN CLEVELAND

Taylor Plan Interest Fund
Falls Below Minimum.

RADIO OPERATORS! ATTENTION!

Here is the necessary data by use of which you may listen in tonight and get the election returns and hear a concert sent out by The Detroit News Radiophone:

FOR LISTENING: Use wave length of 200 meters.

FOR CALLING THE NEWS TO REPORT RESULTS: Use call "8 M K."

TRANSMITTING BEGINS 8 O'CLOCK TONIGHT.

MISCELLANEOUS NEWS and music will be transmitted from 8 until 9 o'clock that operators may adjust instruments. Election bulletins begin at 9 o'clock and continue on the hour and half-hour until midnight.

WRITE LETTERS to Radiophone Department, The Detroit News, telling if you received messages and music and give all details that will tend to improve the service. All time mentioned is Detroit time.

Light Vote Forecast
in Southwest Michigan

10,000 Wish Mott Luck
at His Flint Home

Kent County Expects
Record Primary Vote

Kudner Affiliation

ARTHUR KUDNER Inc., New York, has acquired a minority stock interest in Holst & Edwards Ltd., Honolulu agency, it was announced by James H. S. Ellis, Kudner president, and will utilize its services in handling the Hawaiian advertising of Matson Navigation Co. and other clients. No change in Kudner officers is involved.

Milton O. Holst is president of Holst & Edwards Ltd., and Webley Edwards, currently assigned to Admiral Nimitz' headquarters in the Pacific area as CBS correspondent, is first vice-president and director. Lloyd B. Myers, manager of Kudner's San Francisco office, has been elected a member of the board of directors of Holst & Edwards, and David W. Cummings, vice-president and director.

Accounts handled by Holst & Edwards include R. A. Howe & Co.; Hawaiian Sugar Planter's Association; Castle & Cooke, Ltd., Bank of Hawaii and others.

'Post-Dispatch' Sees Miller's Selection Vindication of Its 'Plug-Ugly' Campaign

THE ST. LOUIS *Post-Dispatch*, which in the spring of this year editorialized against middle commercials in newscasts, has now blessed the appointment of Justice Justin Miller to the NAB presidency, citing the jurist's comment on the *Post-Dispatch* campaign.

In its July 20 issue appears an editorial captioned, "Wise Move by Broadcasters". It notes that a letter from Justice Miller was published in the *Post-Dispatch* "Letters From the People" column April 30. Justice Miller said:

"There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the newspaper; especially when the interruption—deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator."

The Pulitzer paper views his sentiment in this light: "The NAB deserves thanks from lovers of free speech for entering this seeming commitment to rid radio of evils which could only provoke 'legislative intemperance' in the end. May the broadcasters' progress to that end now be at good pace."

After observing that he wanted to add his support to the *Post-Dispatch* campaign, Justice Miller in his April 30 letter continued:

"It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper—a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance."

Declare Separation Would Be Harmful

FCC Hearing in Evansville Takes Testimony of Citizens

SEPARATION of WGBF and WEOA Evansville, Ind., operated by Evansville on the Air Inc., would be detrimental rather than beneficial, 19 leading citizens testified last Monday at a license renewal hearing for WGBF, held in Evansville by the FCC. Engineering hearings will be conducted in Washington later, but a decision is not expected for three or four months.

Duopoly Case

One of the few remaining duopoly cases, WGBF and WEOA presents an unusual phase in that stock in Evansville on the Air is held mostly by citizens. Clarence Leich, general manager of the stations who spent most of the day on the stand, testified, as did the Evansville citizens, that continued joint operation of the stations would be in the best interests of the community.

Among witnesses opposing separation were the superintendent of schools, secretary of the YMCA, president of the Evansville Mfrs. Assn., representatives of the CIO, AFL and of various civic and religious organizations.

Mr. Leich detailed the services WGBF and WEOA provide and pointed out that the city's two newspapers, the *Press* and *Courier*, are under the same ownership, thereby enjoying a monopoly. Scripps-Howard owns the two publications.

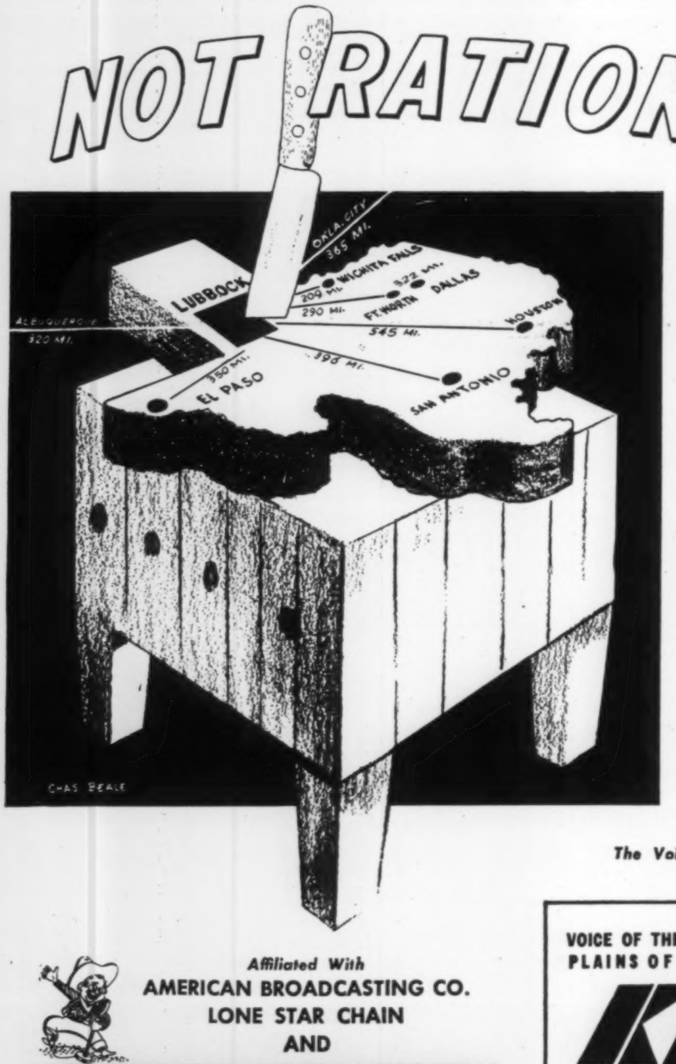
J. Fred Johnson of the FCC Law Dept. sat as examiner, with Sam Miller, also of the FCC legal staff, representing the Commission. Appearing for the licensee was Henry B. Walker Sr., Evansville attorney.

KOIL Campaign Plans

PROMOTIONAL campaign to announce KOIL Omaha affiliation with American Nov. 1 was planned last week by Gordon Gray, general manager of KOIL and KFOR Lincoln, and Keith Kiggins, vice-president in charge of stations of American. Campaign will include newspaper and trade paper ads, car cards, cab signs and spot announcements. FM applications have been made with FCC for both cities and transmitter sites selected. Plans for the construction of news studios for KOIL were also revealed by Mr. Gray.

Howard Wilson

HOWARD H. WILSON, 45, in radio and advertising for many years, died Tuesday, July 24 in the Presbyterian Hospital, Chicago, after an illness of five months. He had conducted his own representative business since 1930. He is survived by his widow, Louise, a son, Ens. George L. Wilson, USNR, and a brother, Walter.



NOT RATIONED!

A PERMANENT MARKET WITH A 147 MILLION DOLLAR BUYING INCOME!

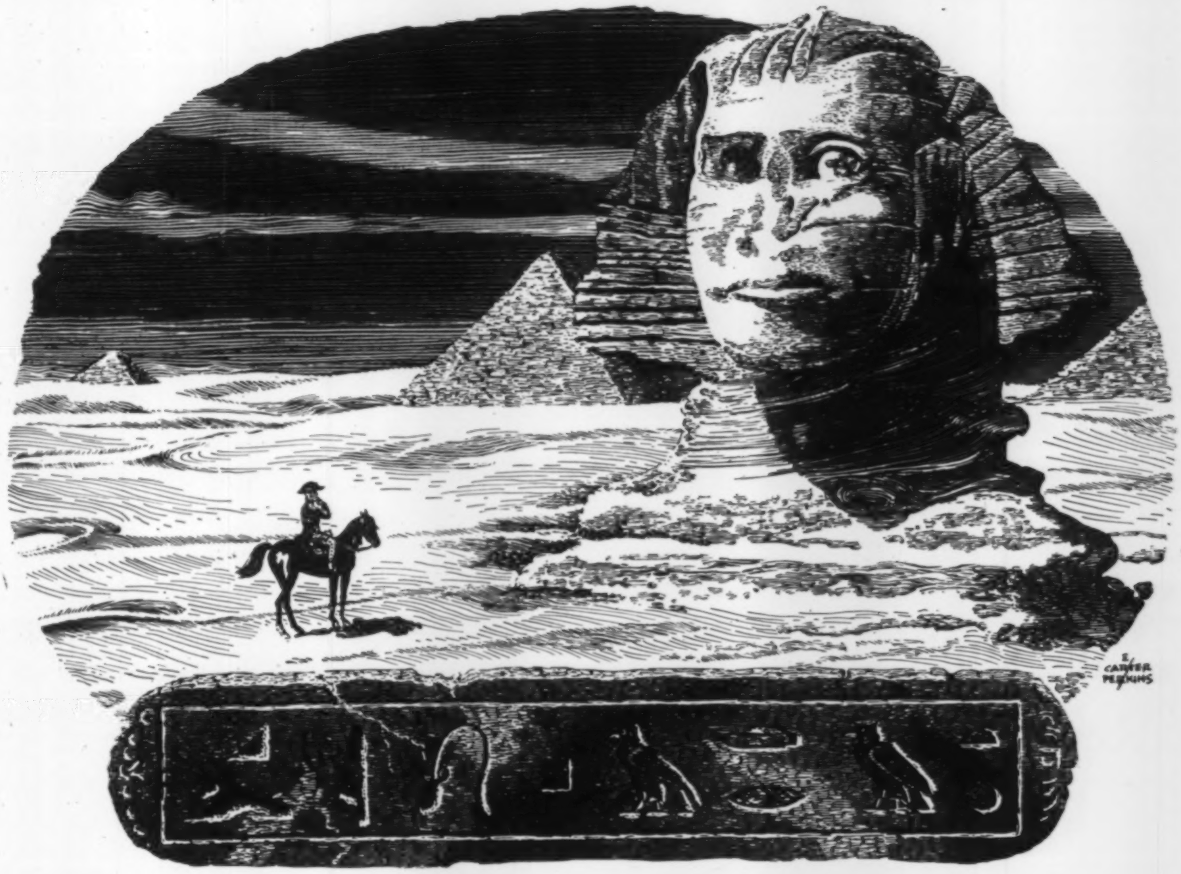
All this is yours—without points. Dairying, grain, wide retail distribution, oil production, poultry raising, and cotton combine their vast revenue-gaining power to complete the picture of the 147 million dollar effective buying income awaiting you in Lubbock. To reach this rich market, use the station that has a corner on this market—KFYO—the only station dominating this area with a consistent clear signal.

The Voice of the South Plains of Texas
1340 ON THE DIAL

Affiliated With
AMERICAN BROADCASTING CO.
LONE STAR CHAIN
AND
TAYLOR HOWE-SNOWDEN *Radio Sales*

VOICE OF THE SOUTH
PLAINS OF TEXAS
KFYO
LUBBOCK, TEXAS

XUM



FOR WANT OF A KEY, THE MARKET IS LOST

In 1799, near Rosetta, Egypt, one of Napoleon's officers found a stone bearing curious markings. Twenty years later, Jean Francois Champollion, the French scientist used the Rosetta Stone as a key to unlock the secrets of many Egyptian inscriptions. These had remained unread for centuries and were as mysterious as the Sphynx.

A radio program that lacks an audience is like these unread inscriptions. It just can't get its message across. If Baltimore is your market, WCBM is the key that opens it. WCBM can assure you of a large listening audience—for listening to WCBM is a habit in Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer *President*	**Free & Peters, Inc.** *Exclusive National Representatives*	**George H. Roeder** *General Manager*

Assumption Wrong

SPEAKING at a dinner for radio manufacturers in Chicago, Joseph Gerl, president of Senora Radio and Television Corp., said July 17, that, "the basic assumption that the consumer will buy almost any kind of a radio during the first two years of civilian production, is wrong." He said there is little doubt that unless the newcomers are willing to treat the consumer as a person who is primarily interested in quality and performance, these new manufacturers will not last long.

Signs Mutual

SOY FOOD PRODUCTS, Chicago, (ready-mixed flour), will try first network radio Sept. 3 with weekly quarter-hour "Let's Get Acquainted" on Mutual. Time is not yet set, but will be afternoon. Agency is Jim Duffy Co., Chicago.

MARKING the start of the 12th consecutive year of broadcast by WTOP Washington, *Labor News Review*, representatives of labor groups were presented silver cups. Participants included (l to r) Frank S. Lerch, sec. treas. Union Label League; Albert N. Dennis, WTOP labor analyst; John Locher, pres., Central Labor Union of Washington; Fred S. Walker, editor, *The Trades Unionist*, and Carl Burkland, manager WTOP.

Knox Bank Deposits Top All Records

With a total of $177,655,662.62 on deposit in city banks, Knoxville is "in the money" now as at no other time in the city's history, reports from the Chamber of Commerce bank clearing house showed yesterday.

The present figure represents an increase of nearly 150 per cent over deposits of 18 months ago, W Eugene Luttrell, in charge of the clearing house, said. Deposits reported in December, 1943, amounted to $121,635,676.92, some 56 million dollars less than the figure for June of this year.

Individual bank reports show increases of almost 400 per cent in the last five years.

One bank listed deposits of $26,645,424 for 1940, contrasted with $101,636,697 for this year. The 1940 figure for another bank was $3,558,854, as against $12,077,169 this year.

Here again, the largest increases occurred within the last 18 months.

Higher wages resulting from war industries in this area and restored faith in banks were cited as reasons for the rise in deposits.

"In the period before the stock market crash in 1929, there was a great deal of money in circulation, but most people weren't keeping their money in banks," Luttrell explained.

The greatly increased deposits do not represent quite so large a jump in potential buying power, because of current inflation, he pointed out.

From July 7th Knoxville Journal.

Knoxville

Is One of the South's

Great Markets!

Industrial surveys have placed Knoxville, Tennessee, as one of the South's top markets. Sales increases have been phenomenal. Truly, a market "in the money".

REMEMBER—WBIR "SELLS" TO 75% OF THE PEOPLE IN 9 COUNTIES WHO REPRESENT 90% OF THE BUYING POWER.

WBIR
A NUNN STATION

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA, Amarillo, Tex.
Owned and operated
by Gilmore N. Nunn
and J. Lindsay Nunn.

John P. Hart
MANAGER
• • •
AMERICAN
BROADCASTING
COMPANY
• • •

REPRESENTED NATIONALLY BY JOHN E. PEARSON CO.

Letter to the Editor

EDITOR BROADCASTING:

With everyone else having their say as to the types of programs that should be broadcast it seems that the poor technician who is forced to listen to all programs at the transmitter should have his say too. In his lonesome spot in the woods he has the time to think of them not only in terms of modulation percentage but also in terms of entertainment, education, etc. He should only judge his own network as he is either sleeping or working when that other favorite program is on. Why doesn't BROADCASTING try this idea.

The engineer at the transmitter never sees the personalities involved. He only knows that Miss La Verne sounds pretty sorry on that late dance pickup and never can be biased by the fact that La Verne is a pretty cute doll. The studio men see and hear. We only hear, like the public, till the day of television. . . .

The only thing lacking would be the woman's angle. For that, if married, he can ask his wife. If most wives are like mine she thinks more about radio just because that is the way hubby earns his living.

I would like to see BROADCASTING try a questionnaire along these lines.

JOHN NAGY
WMAL Transmitter
Greentree Road
Bethesda, Md.

Consumer Time Pickup

PICKUP of the Pan American Conference on Agriculture at Caracas, Venezuela, which started July 24, was scheduled as a part of the Department of Agriculture program *Consumer Time* Saturday on NBC. Arrangements for the broadcast, which includes a talk on postwar food planning by Undersecretary of Agriculture Hutson, were made by Christine Kempton, script writer for the Department, who is attending the conference. Miss Kempton was formerly with NBC Washington and Henry J. Kaufman, Capital agency.

RKO Record Budget

REPUBLIC PICTURES Corp., New York, has record promotion budget of three million dollars set to advertise its top pictures of 1945-46 season. Total of 20 million dollars has been set aside for season's production of 64 full-length pictures and four serials. Advertising budget will be used for spot radio announcements and five-minute programs as well as other media. Agency is Donahue & Coe, New York.

Name Change

LICENSEE of WBNS Columbus, O., has filed application with FCC to change corporate name from WBNS Inc. to RadiOhio Inc.

WCAU takes pride in Announcing

The CAREER FORUM

An Opportunity for Youth

THE PURPOSE: To be of service by helping to guide toward a successful future, the 30,000 boys and girls who will be graduated next year from High Schools in Philadelphia and the surrounding area of Eastern Pennsylvania, New Jersey and Delaware.

THE PROJECT: A series of 26 Seminars in the WCAU Auditorium, October 4 through April 25, attended by Senior students from 150 participating High Schools. Each session devoted to one of the 26 professions and occupations chosen by the 22 Educators of *The Career Forum's* Administrative Board and Advisory Committee.

THE PROCEDURE: Outstanding leaders in each field will be Guest Speakers. Students will ask questions via roving microphones. Proceedings broadcast 5 to 5:30 P. M., so thousands of their classmates can receive the same information and counsel.

ADMINISTRATIVE BOARD

Dr. Edwin W. Adams, *Assoc. Supt.*
Philadelphia Public Schools
Mr. Albert M. Bean, *Superintendent*
Camden County, N. J., Schools
Rt. Rev. Msgr. John J. Bonner, *Supt.*
Philadelphia Catholic Schools

Miss Gertrude A. Golden, *Chairman*
Radio Comm., Phila. Public Schools
Dr. W. H. Lemmel, *Superintendent*
Wilmington, Del., Public Schools
Mr. Paul Loser, *Superintendent*
Trenton, N. J., Public Schools

Dr. Alexander J. Stoddard, *Supt.*
Philadelphia Public Schools
Miss Allegra Woodworth, *President*
Private School Teachers' Association of Philadelphia and Vicinity

ADVISORY COMMITTEE

Dr. Robert C. Disque, *Acting President*
Drexel Institute
Rev. Francis J. Furey, *President*
Immaculata College
Dr. Thomas S. Gates, *Chairman*
University of Pennsylvania
Col. Frank K. Hyatt, *President*
Pennsylvania Military College
Brother Emilian James, *President*
La Salle College

Dr. Robert L. Johnson, *President*
Temple University
Dr. Raymon Kistler, *President*
Beaver College
Sister Maria Kostka, *President*
Chestnut Hill College
Rev. John J. Long, S.J., *President*
St. Joseph's College
Dr. Harry V. Masters, *President*
Albright College

Dr. Norman E. McClure, *President*
Ursinus College
Dr. Philip M. Palmer, *Chairman*
Administrative Committee
Lehigh University
Dr. Charles S. Swope, *President*
West Chester State Teachers' College
Dr. Levering Tyson, *President*
Muhlenberg College

CO-OPERATING

THE CHAMBER OF COMMERCE *and* BOARD OF TRADE *of* PHILADELPHIA
PHILADELPHIA COMMITTEE *for* ECONOMIC DEVELOPMENT

ANOTHER PUBLIC SERVICE OF

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Assumption Wrong

SPEAKING at a dinner for radio manufacturers in Chicago, Joseph Gerl, president of Senora Radio and Television Corp., said July 17, that, "the basic assumption that the consumer will buy almost any kind of a radio during the first two years of civilian production, is wrong." He said there is little doubt that unless the newcomers are willing to treat the consumer as a person who is primarily interested in quality and performance, these new manufacturers will not last long.

Signs Mutual

SOY FOOD PRODUCTS, Chicago, (ready-mixed flour), will try first network radio Sept. 3 with weekly quarter-hour "Let's Get Acquainted" on Mutual. Time is not yet set, but will be afternoon. Agency is Jim Duffy Co., Chicago.

MARKING the start of the 12th consecutive year of broadcast by WTOP Washington, *Labor News Review*, representatives of labor groups were presented silver cups. Participants included (l to r) Frank S. Lerch, sec. treas. Union Label League; Albert N. Dennis, WTOP labor analyst; John Locher, pres., Central Labor Union of Washington; Fred S. Walker, editor, *The Trades Unionist*, and Carl Burkland, manager WTOP.

Letter to the Editor

EDITOR BROADCASTING:

With everyone else having their say as to the types of programs that should be broadcast it seems that the poor technician who is forced to listen to all programs at the transmitter should have his say too. In his lonesome spot in the woods he has the time to think of them not only in terms of modulation percentage but also in terms of entertainment, education, etc. He should only judge his own network as he is either sleeping or working when that other favorite program is on. Why doesn't BROADCASTING try this idea.

The engineer at the transmitter never sees the personalities involved. He only knows that Miss La Verne sounds pretty sorry on that late dance pickup and never can be biased by the fact that La Verne is a pretty cute doll. The studio men see and hear. We only hear, like the public, till the day of television. . . .

The only thing lacking would be the woman's angle. For that, if married, he can ask his wife. If most wives are like mine she thinks more about radio just because that is the way hubby earns his living.

I would like to see BROADCASTING try a questionnaire along these lines.

JOHN NAGY
WMAL Transmitter
Greentree Road
Bethesda, Md.

Consumer Time Pickup

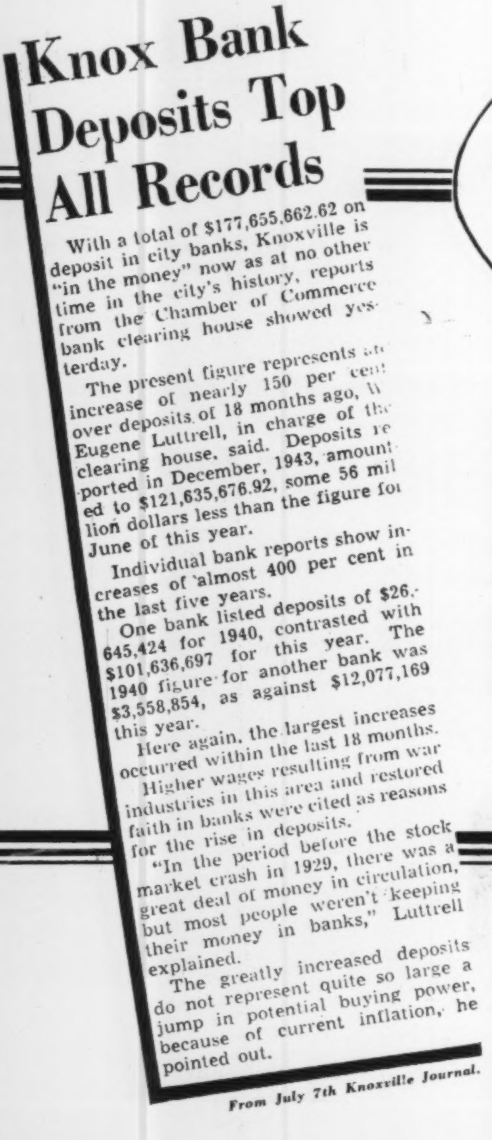
PICKUP of the Pan American Conference on Agriculture at Caracas, Venezuela, which started July 24, was scheduled as a part of the Department of Agriculture program *Consumer Time* Saturday on NBC. Arrangements for the broadcast, which includes a talk on postwar food planning by Undersecretary of Agriculture Hutson, were made by Christine Kempton, script writer for the Department, who is attending the conference. Miss Kempton was formerly with NBC Washington and Henry J. Kaufman, Capital agency.

RKO Record Budget

REPUBLIC PICTURES Corp., New York, has record promotion budget of three million dollars set to advertise its top pictures of 1945-46 season. Total of 20 million dollars has been set aside for season's production of 64 full-length pictures and four serials. Advertising budget will be used for spot radio announcements and five-minute programs as well as other media. Agency is Donahue & Coe, New York.

Name Change

LICENSEE of WBNS Columbus, O., has filed application with FCC to change corporate name from WBNS Inc. to RadiOhio Inc.



Knox Bank Deposits Top All Records

With a total of $177,655,662.62 on deposit in city banks, Knoxville is "in the money" now as at no other time in the city's history, reports from the Chamber of Commerce bank clearing house showed yesterday.

The present figure represents an increase of nearly 150 per cent over deposits of 18 months ago, a Eugene Luttrell, in charge of the clearing house, said. Deposits re-ported in December, 1943, amount-ed to $121,635,676.92, some 56 mil-lion dollars less than the figure for June of this year.

Individual bank reports show increases of almost 400 per cent in the last five years.

One bank listed deposits of $26,645,424 for 1940, contrasted with $101,636,697 for this year. The 1940 figure for another bank was $3,558,854, as against $12,077,169 this year.

Here again, the largest increases occurred within the last 18 months.

Higher wages resulting from war industries in this area and restored faith in banks were cited as reasons for the rise in deposits.

"In the period before the stock market crash in 1929, there was a great deal of money in circulation, but most people weren't keeping their money in banks," Luttrell explained.

The greatly increased deposits do not represent quite so large a jump in potential buying power, because of current inflation, he pointed out.

From July 7th Knoxville Journal.

Knoxville Is One of the South's Great Markets!

Industrial surveys have placed Knoxville, Tennessee, as one of the South's top markets. Sales increases have been phenomenal. Truly, a market "in the money".

REMEMBER—WBIR "SELLS" TO 75% OF THE PEOPLE IN 9 COUNTIES WHO REPRESENT 90% OF THE BUYING POWER.

WBIR
A NUNN STATION

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

John P. Hart
MANAGER
• • •
AMERICAN
BROADCASTING
COMPANY
• • •

REPRESENTED NATIONALLY BY JOHN E. PEARSON CO.

WCAU takes pride in Announcing

The CAREER FORUM

An Opportunity for Youth

THE PURPOSE: To be of service by helping to guide toward a successful future, the 30,000 boys and girls who will be graduated next year from High Schools in Philadelphia and the surrounding area of Eastern Pennsylvania, New Jersey and Delaware.

THE PROJECT: A series of 26 Seminars in the WCAU Auditorium, October 4 through April 25, attended by Senior students from 150 participating High Schools. Each session devoted to one of the 26 professions and occupations chosen by the 22 Educators of *The Career Forum's* Administrative Board and Advisory Committee.

THE PROCEDURE: Outstanding leaders in each field will be Guest Speakers. Students will ask questions via roving microphones. Proceedings broadcast 5 to 5:30 P. M., so thousands of their classmates can receive the same information and counsel.

ADMINISTRATIVE BOARD

DR. EDWIN W. ADAMS, *Assoc. Supt.*
Philadelphia Public Schools
MR. ALBERT M. BEAN, *Superintendent*
Camden County, N. J., Schools
RT. REV. MSGR. JOHN J. BONNER, *Supt.*
Philadelphia Catholic Schools

MISS GERTRUDE A. GOLDEN, *Chairman*
Radio Comm., Phila. Public Schools
DR. W. H. LEMMEL, *Superintendent*
Wilmington, Del., Public Schools
MR. PAUL LOSER, *Superintendent*
Trenton, N. J., Public Schools

DR. ALEXANDER J. STODDARD, *Supt.*
Philadelphia Public Schools
MISS ALLEGRA WOODWORTH, *President*
Private School Teachers' Association of Philadelphia and Vicinity

ADVISORY COMMITTEE

DR. ROBERT C. DISQUE, *Acting President*
Drexel Institute
REV. FRANCIS J. FUREY, *President*
Immaculata College
DR. THOMAS S. GATES, *Chairman*
University of Pennsylvania
COL. FRANK K. HYATT, *President*
Pennsylvania Military College
BROTHER EMILIAN JAMES, *President*
La Salle College

DR. ROBERT L. JOHNSON, *President*
Temple University
DR. RAYMON KISTLER, *President*
Beaver College
SISTER MARIA KOSTKA, *President*
Chestnut Hill College
REV. JOHN J. LONG, S.J., *President*
St. Joseph's College
DR. HARRY V. MASTERS, *President*
Albright College

DR. NORMAN E. MCCLURE, *President*
Ursinus College
DR. PHILIP M. PALMER, *Chairman*
Administrative Committee
Lehigh University
DR. CHARLES S. SWOPE, *President*
West Chester State Teachers' College
DR. LEVERING TYSON, *President*
Muhlenberg College

CO-OPERATING

THE CHAMBER OF COMMERCE *and* BOARD OF TRADE *of* PHILADELPHIA
PHILADELPHIA COMMITTEE *for* ECONOMIC DEVELOPMENT

ANOTHER PUBLIC SERVICE OF

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

YOU CAN'T IGNORE THE OUTSIDE* AUDIENCE

on the Pacific Coast, either!

THE OUTSIDE MARKET represents approximately half of the eight billion two hundred forty million eight hundred eighty two thousand dollars in retail sales on the Pacific Coast.

YOU CAN'T IGNORE a figure like that! And you can't ignore the fact that Don Lee is the only network giving complete coverage of *both* prosperous markets—"outside" and "inside"—of California, Oregon, and Washington.

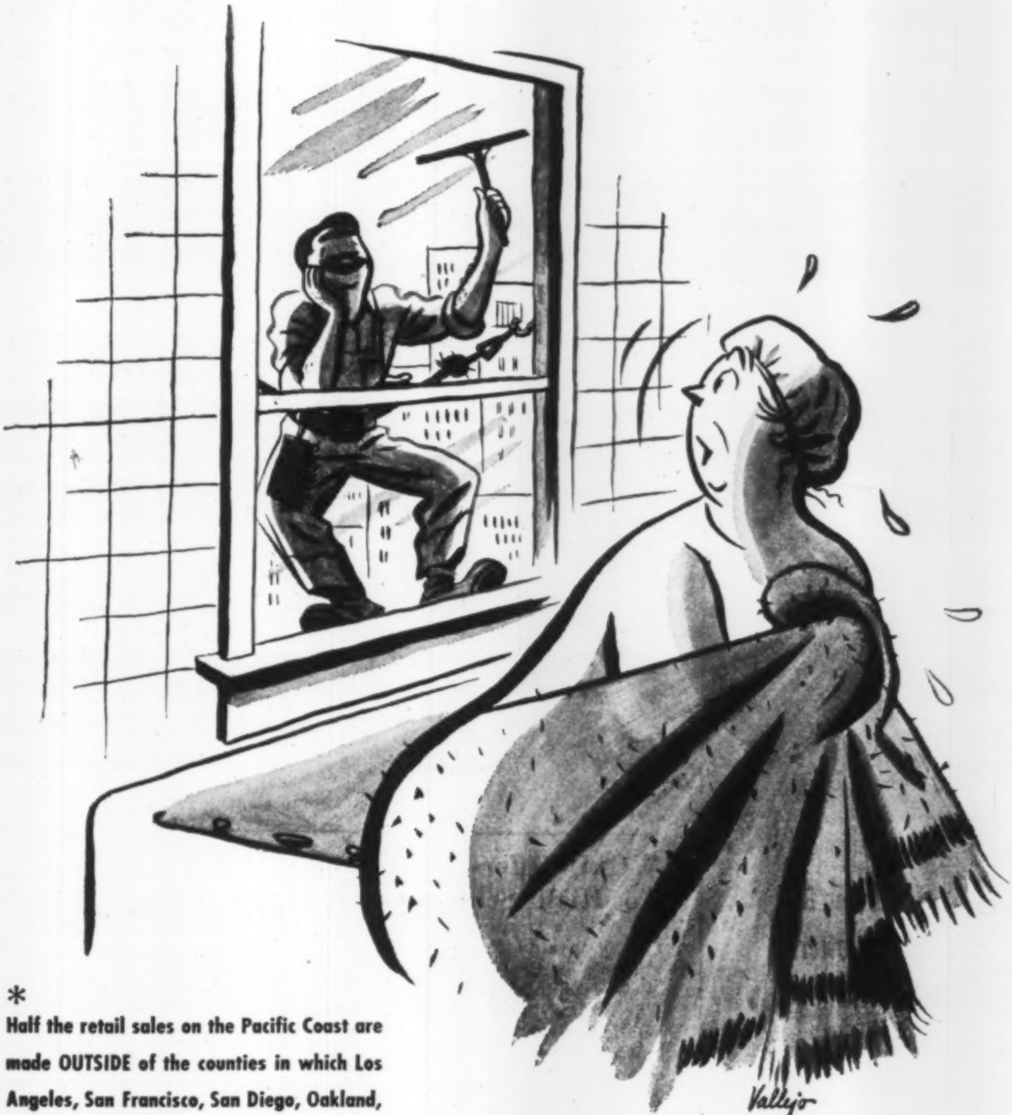
How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee is different! With 39 stations (compared to the 7, 12 and 8 stations of the other three networks), Don Lee has a station strategically located within every one of these mountain-surrounded markets.

To learn how the "outside" half listens, take a look at the special C. E. Hooper coincidental telephone survey of 276,019 calls (largest ever made on the Pacific Coast). This survey showed 60% to 100% of the listeners in the "outside" market tuned to Don Lee stations.

As for "inside" market listening: Regular C. E. Hooper reports reveal all of the shows that have switched from any of the other 3 networks to Don Lee during the past year received higher Hooper ratings within 13 weeks!

Make sure you include the "outside audience" in your coverage. Buy Don Lee, the only network that covers the Pacific Coast completely, inside and out...the only network that has more than 9 out of every 10 radio families living within 25 miles of one of its stations!

The Nation's Greatest Regional Network



*
Half the retail sales on the Pacific Coast are made OUTSIDE of the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Company

XUM

BIG NAMES—WITH BIGGER UNITS—MEAN BIGGER RESULTS WITH ASSOCIATED!

There's brilliant showman-musicianship in the 27 selections he and his great 34-piece orchestra have already made for Associated.

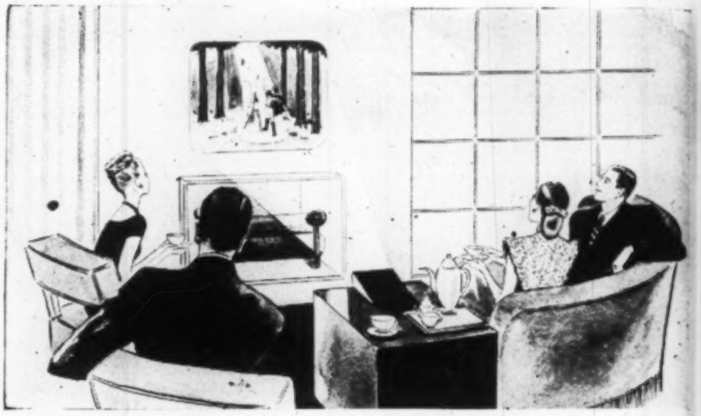
Roy Shield... another BIG reason why Associated Program Service offers MOST Hours of the Best RADIO Music!

BIG-TIME programming means what it says: *big*, elaborate units like Associated's network star Roy Shield and his 34-piece orchestra. Compare this with the ordinary small groups so abundant in other libraries. And compare *quality* with APS high fidelity vertical-cut recording. The answer's as clear as our Vinylite discs: there's no better buy in libraries! *Investigate* . . . Associated Program Service, 25 W. 45th St., New York 19.

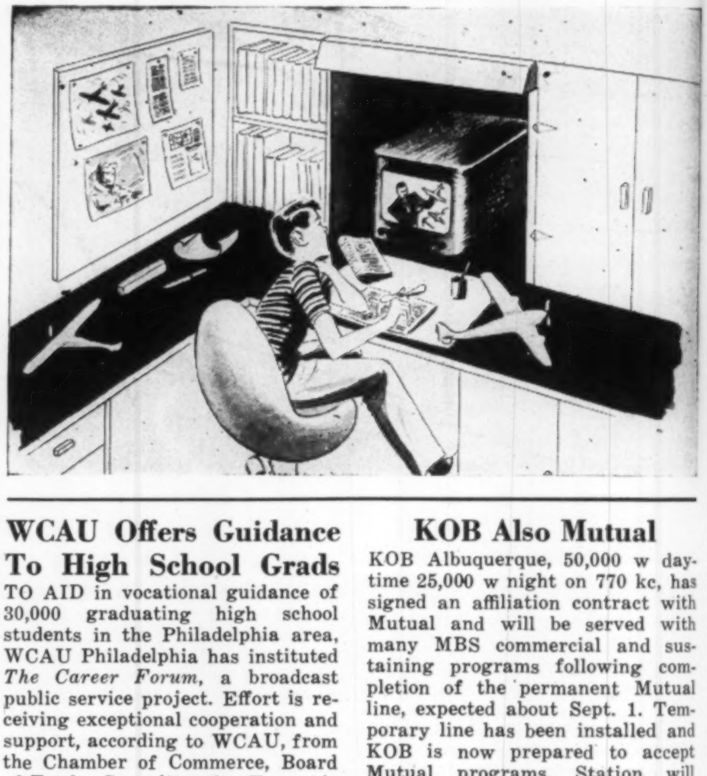
Associated Program Service

A Plus for AM... A Must for FM

Represented by Loren Watson, 400 Madison Ave., New York



UTILITY is the keynote of the new radio and television receivers to be placed on the market just as soon as materials are available. Television cabinets which also serve as side tables will grace the living room. For Junior, a tabletop set requiring a minimum of space on his work bench will aid him in his school work. The sketches were made for the Radio Manufacturers Assn. and represent composites of authentic styles which will be produced by various companies in the near future.



WCAU Offers Guidance To High School Grads

TO AID in vocational guidance of 30,000 graduating high school students in the Philadelphia area, WCAU Philadelphia has instituted *The Career Forum*, a broadcast public service project. Effort is receiving exceptional cooperation and support, according to WCAU, from the Chamber of Commerce, Board of Trade, Committee for Economic Development, college and school representatives and national business and professional leaders.

Project consists of 26 seminars to be held in the WCAU auditorium, one each Thursday Oct. 4 through April 25, to be attended by senior students of 150 participating high schools. Each meeting will consider one of 26 professions and occupations elected by educators composing the project administrative board and advisory committee.

Prominent representatives from each field will lecture at seminars with students posing questions. Proceedings will be broadcast 5-5:30 p.m.

Each session will be preceded by a press conference.

KOB Also Mutual

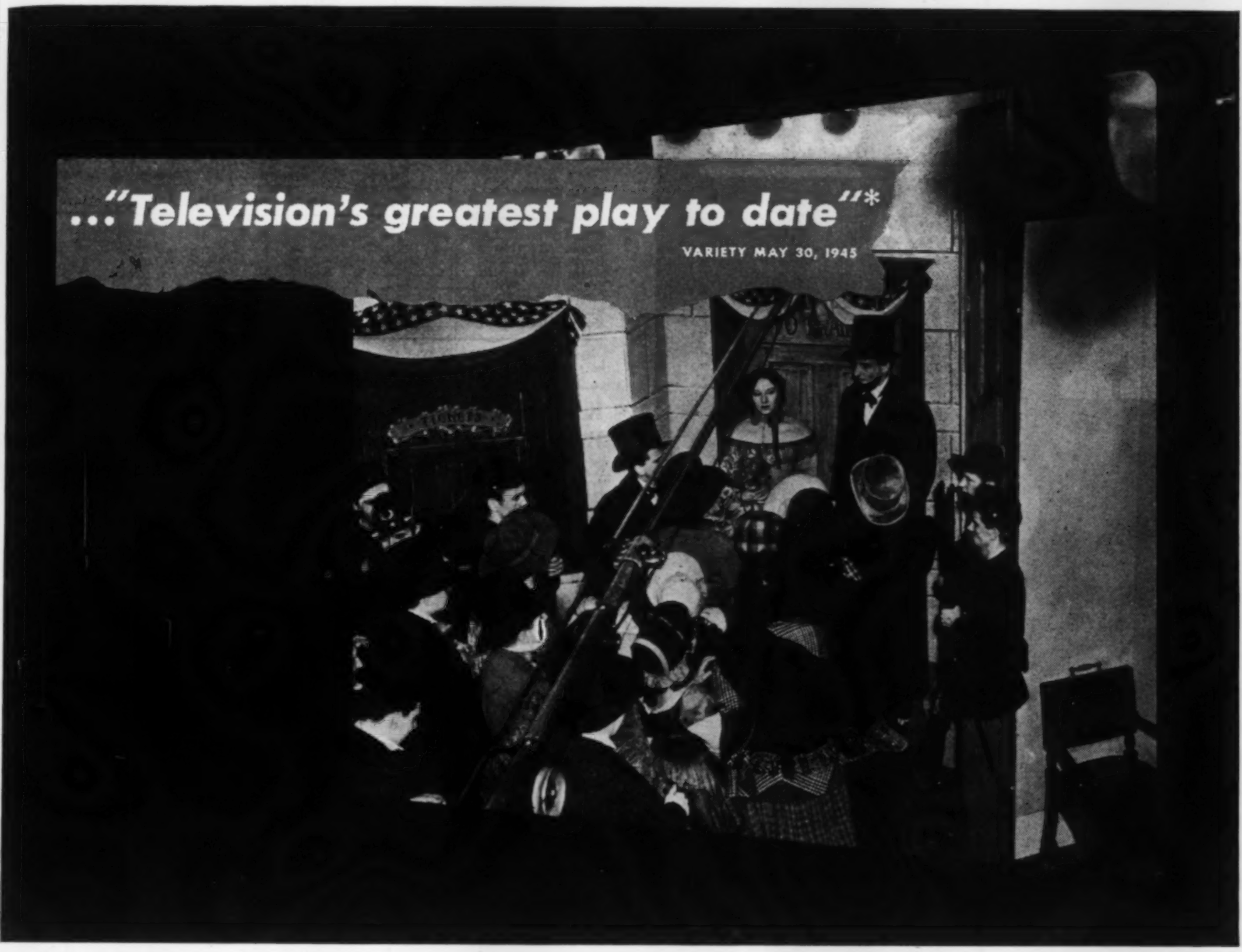
KOB Albuquerque, 50,000 w daytime 25,000 w night on 770 kc, has signed an affiliation contract with Mutual and will be served with many MBS commercial and sustaining programs following completion of the permanent Mutual line, expected about Sept. 1. Temporary line has been installed and KOB is now prepared to accept Mutual programs. Station will continue its present NBC affiliation.

Sponsors Symphony

ROBERT SIMPSON CO., Toronto (national department store chain), plans to start Oct. 26 one-hour program of Toronto Symphony Orchestra on full CBC Trans-Canada network. Full plans have not yet been worked out due to time zone difficulties. Harry E. Foster Agencies, Toronto, has account.

Governors Forum

FORUM of six southern governors and Gov. Robert S. Kerr of Oklahoma at Southern Governors Conference in Mobile, was originated by KOMA Oklahoma City in Mobile for CBS July 21. KOMA rebroadcast program for local listeners.


..."Television's greatest play to date"*
VARIETY MAY 30, 1945

"Dr. Herbert Graf did a terrif job merging still pic, a choir under the direction of Bob Shaw and narration of the story . . . He built a half-hour Holy Week session which took every beholder right to church . . ."
BILLBOARD

"Fred Coe again did a swell job for the juves in a quiz which NBC called Fizz Quizz . . ."
BILLBOARD

"If anyone ever asks us where to go to learn how to present a video show, we're going to suggest that he consult NBC's producer, Edward Sobol, and Director Ronald Oxford . . ."
BILLBOARD

It makes a television station practically whistle at its work, to read the kind of reviews **WNBT** gets from the critics.

If there is any *one* reason why NBC gets kudos like these, it is probably that fifteen years of pioneering in the development of television have concentrated a mighty high percentage of television "know-how" in the NBC studios.

That is why people expect NBC to produce the finest television shows. That is why you can count on NBC to meet every opportunity television presents, and to solve every problem you might put in our hands.

The **WNBT Presentation of Robert Sherwood's "ABE LINCOLN IN ILLINOIS"*

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY
A SERVICE OF RADIO CORPORATION OF AMERICA

KANSAS CITY

IS A

K

O

Z

Y

-

MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

OWI PACKET, WEEK AUG. 20

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 20. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for these war messages.

		STATION ANNOUNCEMENTS					
	NET-WORK PLAN	Group KW		Group OI		NAT. SPOT PLAN	
WAR MESSAGE		Aff.	Ind.	Aff.	Ind.	Live	Trans.
Don't Travel—Labor Day	X	—	—	—	—	—	—
Home Canning	—	—	X	—	—	—	—
Crop Corps	X	—	—	—	—	—	—
Merchant Marine	—	X	X	X	X	—	—
Prepare for Winter	—	—	—	X	X	—	—
Car Conservation	—	—	—	—	—	—	X
Stop Accidents	X	—	X	—	X	—	—
Hold Prices Down	—	—	—	—	—	X	—

See OWI Schedule of War Message 174 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

KALL Plans Opening Broadcast in September

KALL Salt Lake City, owned by Hinckley-Hatch group and assigned facilities of 1,000 w fulltime on 910 kc, plans to begin broadcasting in September according to station announcement. KALL is a Mutual affiliate and key outlet for Intermountain Network.

Lynn L. Meyer, Intermountain sales manager, has moved headquarters from Ogden to Salt Lake, David Keith Bldg., using same quarters as KALL local sales force headed by Thomas Anderson. Mr. Meyer will direct national and regional Intermountain sales.

Accounts for KALL include heavy spot schedule for cosmetics of Ex-Cel-Cis Products Co., Salt Lake. Contract covers 10 spots daily for more than 100 days. Gillham Adv., Salt Lake, Ex-Cel-Cis agency, has placed similar schedules on other Intermountain outlets, KLO Ogden, KOVO Provo, KOAL Price, KVNU Logan, Utah, and KID Idaho Falls.

Intermountain and KALL are represented nationally by Adam J. Young, Jr., Inc.

Cloyd W. Anderton, formerly with KTFI Twin Falls, Ida., joins KALL as chief operator.

Robert H. Hinckley, director of the Office of Contract Settlement and former Assistant Secretary of Commerce, his wife Abrelia, George C. Hatch, former KLO manager, and his wife Wilda Gene are owners of KALL.

WPAT Flood Flashes

WPAT Paterson, N. J., when flash floods threatened to isolate Paterson last week, broadcast police, fire department and rescue squad instructions, besides keeping up steady news bulletins on the flood's progress. In cooperation with WOR New York, WPAT put on a special 8-minute broadcast Monday afternoon. Paul Killiam, WOR news and special events, used WPAT facilities to describe the flood area and damage done, appealed for rowboats to aid in rescue work.

YMCA National Council has sent a 16-inch recording to all stations on behalf of its war prisoners aid and the National War Fund. Recording includes six one-minute spot announcements by famous artists.

WKNE ENGINEER IS ELECTROCUTED

FRANK J. SAMMER, 37, transmitter engineer at WKNE Keene, N. H., was electrocuted at the transmitter last Tuesday morning. It is believed one phase of the magnetic switch failed to operate, retaining a partial contact which created a plate voltage of about 3,000 volts.

There was no evidence of neglect of safety precautions, nor of carelessness. Mr. Sammer had been employed at WKNE about three months, coming from New York, where he did engineering work. He is survived by his mother, three brothers and three sisters. Burial was in New York.

TV Sets Will Undergo Many Postwar Changes

TELEVISION sets bought in early postwar years will become obsolete in a short time, Comdr. E. F. McDonald, Jr., Zenith Radio Corp. president, warned stockholders at their annual meeting held in Chicago last week.

Postwar receivers will be entirely different from former models, he said, explaining that 15,243 dealers have placed $57,000,000 in orders for delivery 90 days after reconversion. This demand exceeds capacity, he said, adding that engineering developments would be withheld until standard sets are in volume production.

Comdr. McDonald attacked allocation of FM in the higher band, with television around 50 mc., claiming the TV band isn't large enough and must be moved in a few years. FM set manufacturing costs are increased by the allocation. Zenith has $73,000,000 in unfilled war orders, he said.

Adlam to Music Post

BASIL (Buzz) ADLAM, musical arranger, composer and conductor, will become musical director for American Broadcasting Co. in Hollywood September 15. He succeeds Ernest Gill, whose resignation becomes effective that date. Mr. Adlam is currently handling the musical assignment on *Reunion, USA*, American's series on rehabilitation of servicemen.

"My, how you've grown!"

ONE YEAR ON WEAF, Maggi McNellis . . . and look at you now! You've sprouted almost as much in that time as you have since you posed for the portrait above.

For, today, your charm, your pace, your showmanship have made you one of the most popular women commentators who ever stepped up to a mike.

And it doesn't take any crystal-gazing to predict that your *second* year on WEAF will be even more of a hit than your first . . . bring even more listeners (both M and F) from the WEAF audience for your 12:15—12:30 program . . . and, natch (as you might put it), make more sponsors clamor to be included on your program!

★ *All of which goes to show what a terrif' job can be done . . . with a head-shrinker program like yours . . . on a super-station like ours.*

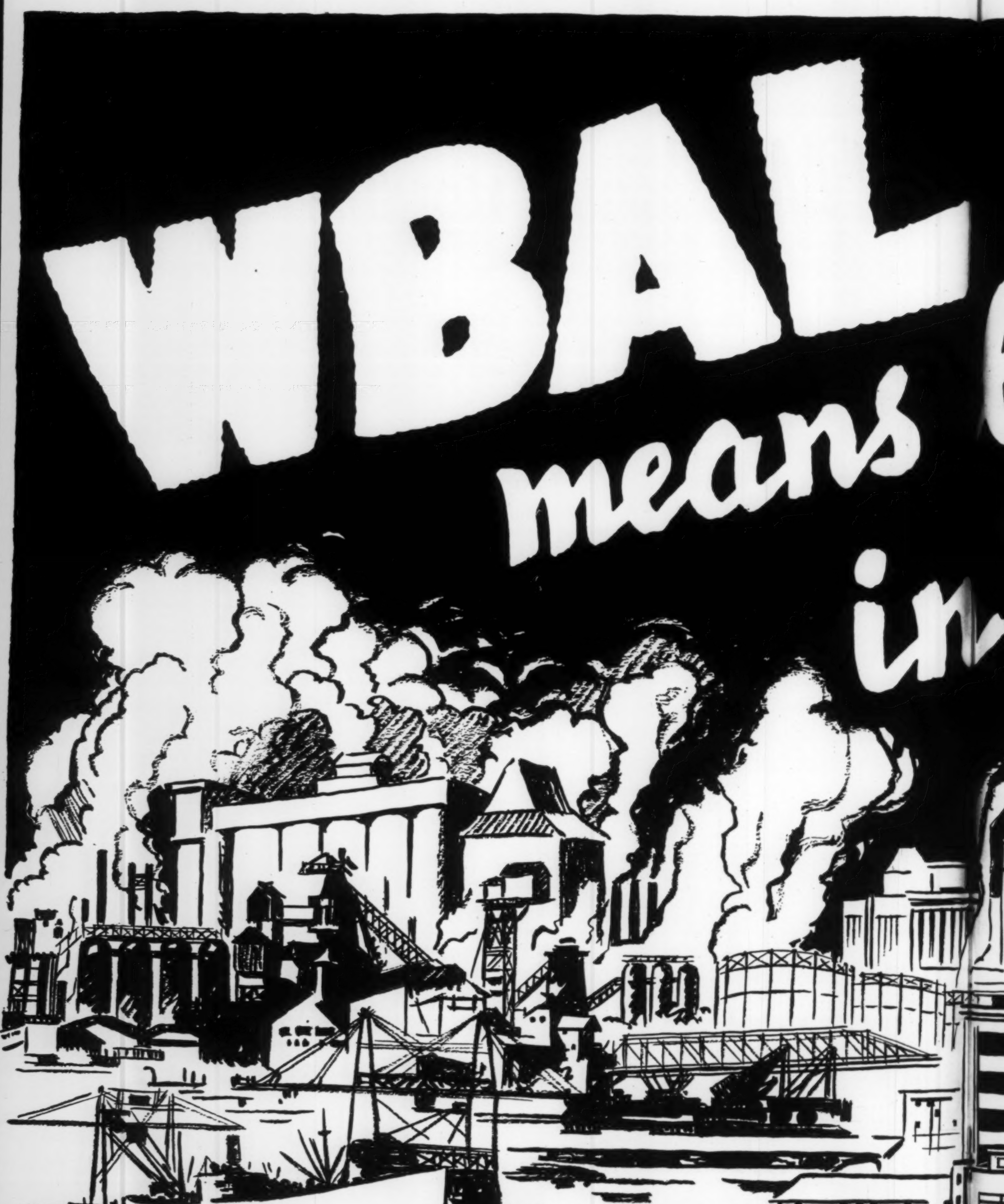
NBC's Key Station · New York

WEAF

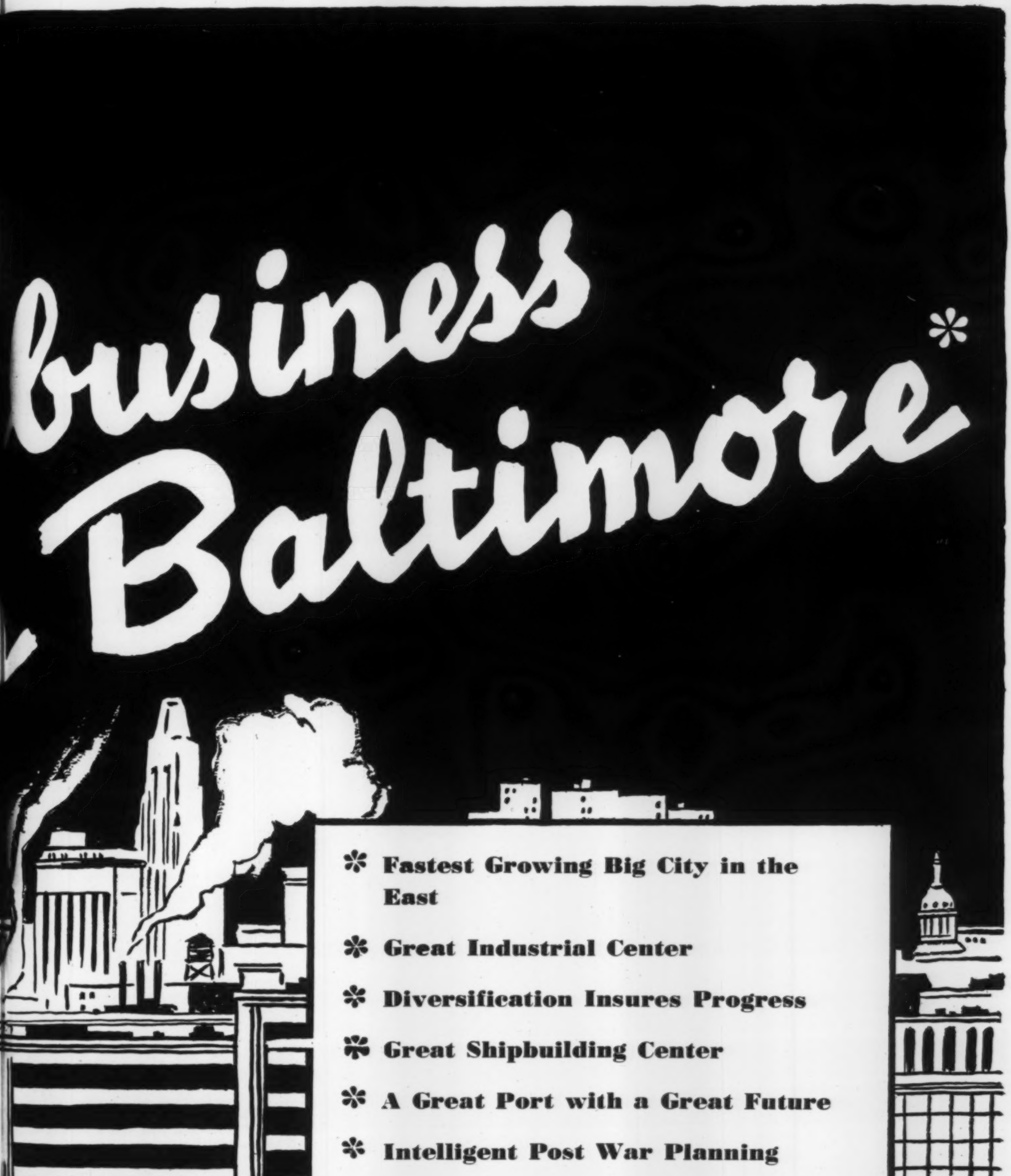
50,000 watts · 660 kc.

Represented by NBC SPOT SALES

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!


WBAL
means
in

XUM



- ✻ **Fastest Growing Big City in the East**
- ✻ **Great Industrial Center**
- ✻ **Diversification Insures Progress**
- ✻ **Great Shipbuilding Center**
- ✻ **A Great Port with a Great Future**
- ✻ **Intelligent Post War Planning**

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

XUM

Editorial

Crosley to Avco via FCC

RADIO'S biggest sale—transfer of the $21,000,000 Crosley Corp. to Aviation Corp.—awaits FCC action. The transaction is unique. The FCC's interest extends only to WLW and associated broadcast operations licensed to Crosley. But much more is involved since Avco, looking toward reconversion of its far-flung production operations, has contracted to acquire control of Crosley's manufacturing operations as well.

Because purchase of control of Crosley also entails acquisition of WLW, no price was fixed for the broadcast properties. The FCC, evidently feeling that some sort of precedent would be involved, held an en banc hearing. It now has scheduled oral arguments for Aug. 2—two weeks prior to expiration of the purchase option.

The FCC heard a willing seller, Powel Crosley, Jr., explain why he proposed to dispose of the properties he had founded. The Commission also heard Victor Emanuel and Irving Babcock, top Avco executives, as willing buyers, pledge themselves to operation of Crosley's licensed properties in the way that best serves the public and under its existing proven management.

Despite the unusual aspects, the FCC has ample precedent to guide it. Indeed, if it didn't approve the transfer, it would deviate from precedent. The very questions posed by the FCC for the upcoming oral arguments indicate a new concept which is at odds with the law. Most significant is that pertaining to the "public interest" of having a company whose chief interest is manufacturing engage in broadcast service. That resurrects the old newspaper-ownership issue in disguise. What about RCA and Westinghouse and General Electric and Philco (television)? Their primary revenues or chief interests are not in broadcasting per se. How about department stores and insurance companies and theaters, and labor unions?

Thus, the issue is far more important than the transfer of Crosley control to another. Beyond the question of class distinction, adverse action would mean that the FCC in effect would say to Crosley and to all other licensees that they cannot dispose of their properties except in the manner that the FCC shall prescribe, even though all requirements specified by Congress are met.

The FCC has numerous transfer cases pending. The FCC itself has changed complexion, with a turnover of four of its seven members in little more than a year. We think the Commission performed a wholly proper function in conducting an en banc public hearing to spread all the facts on the record. Certainly the frank and forthright testimony of the principals on both sides was clear and enlightening.

Unless Congress decrees otherwise through a change in the law, we fail to see how the Commission can do other than to give the transfer its full blessing. It fulfills its obligation when it ascertains that all legal requirements have been met.

What's Wrong with Bee?

HAVING SELECTED its new president, the NAB is searching for a "second man" as executive director under president-designate Justin Miller. Many names have been advanced in the "practical broadcaster" sphere. May we suggest that the Board, instead of using binoculars to scan the distant horizons, look in its own back yard? C. E. (Bee) Arney Jr., secretary-treasurer since 1940 is now that second man. He has a practical background. He has developed admirably during these years in Washington. He knows radio and radio people.

What's wrong with Bee?

How to Make Friends

AMERICAN NEWSPAPER Publishers Association has a new formula for making friends and influencing people.

During the recent newspaper-delivery strike in New York, metropolitan stations pitched in wholeheartedly, revising crowded schedules to help the dailies get their usual budget of news and features to the people.

Here is how the ANPA responded to this cooperative effort by the broadcasters. It commissioned a New York research firm to ask New Yorkers a series of questions—evidently carefully tailored to under-rate as sharply as possible the effectiveness of radio as a news medium.

Question No. 1. asked of 516 respondents: "You're probably getting most of your news from the radio. Is radio completely fulfilling your need for news?"

Question No. 2: "In comparison with the national war news you usually get, do you think you are missing—most of it, an important part or very little of it?"

Question No. 3 duplicated No. 2 on the subject of local news.

From the statistics gathered, showing over 70% of the respondents sorely missing their daily papers, the ANPA concludes: "The answers to the survey serve to emphasize anew the indispensability of the newspaper, the inadequacy of radio news service as a substitute, in the minds of most people . . ."

On July 11 and 12, the same research firm undertook a second survey, patterned after the earlier one. Results of this study, as reported, approximate those obtained July 3-5. The tally now will be compiled in booklet form.

Of course, it is easy to overlook the bad sportsmanship of ANPA in this case. One can't help but view with some alarm those questions, which so obviously are loaded.

Most interesting, however, is the implication in the ANPA's conclusions that radio is trying to displace the newspaper. Radio has never undertaken such a task. Intelligent broadcasters do not believe that newspapers can be replaced by radio. Do publishers believe that newspapers can replace radio?

ANPA, being survey-minded, might find profit in the suggestion that they design a survey which will point the direction of improving the present-day newspapers in the light of radio's ability to disseminate the news first.

This suggestion is offered in no competitive spirit, but merely in the hope that newspapers may find a formula for holding circulation which does not expose them to groundless fears about the destiny of broadcasting in the world of news.

Our Respects To —

JACK KENT COOKE

JACK COOKE, owner and manager of CKEY Toronto, is an unorthodox man. And it pays him dividends.

By producing all his own radio programs he has shushed the sponsors and made them like it. They pay for the time but Cooke runs the show, and . . . the balance sheet shows a comfortable profit. In four months he advanced CKEY from the lowest to the highest daytime ratings in the city. He works fifteen hours a day.

He normally eats lightly as he claims one thinks faster and clearer when a little hungry. On the other hand, he has astounded waitresses by ordering four desserts in a single meal, and he holds an all-time record in one Montreal restaurant for seven consecutively. Yet he has never been sick in a day in his life.

At 32, Jack Cooke has a sort of Golden Touch that makes projects pay. Ever since he left school in Fifth-Year High in Malvern Collegiate, Toronto, where he spent his boyhood his experiences have paid off.

He spent more time on the school orchestra than on studies, playing the clarinet, saxophone and piano.

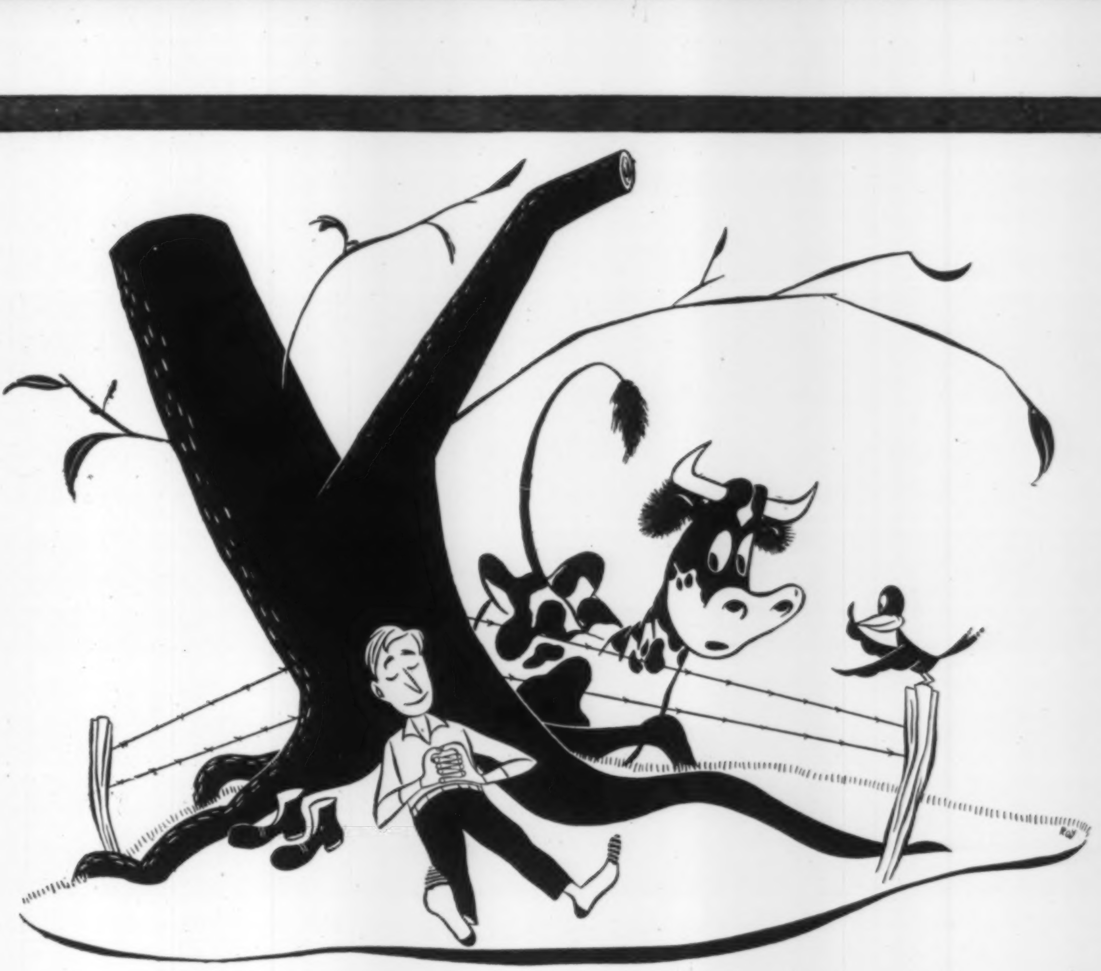
At eighteen he left school with the ambition "to make a lot of money" and started his career as a salesman. He made money fast selling encyclopedias and in a short time had eleven men working under him from coast to coast. Deciding there was no future here, he went with the Frontenac Broadcasting Co., Toronto.

He was lured away by visions of big money in the brokerage business. Chalking up those weeks to experience, he resigned, eloped with Barbara Jean Carnegie, and went back into the book business, until he was again beset with the feeling that he'd never get anywhere in it. He tried selling soap after that, and still was not satisfied.

On one of his business trips a coincidence brought him into radio again, and Cooke says then he knew he had found the work he was really cut out for. Promotion came rapidly, and soon he was manager of three stations in Northern Ontario, with profits rolling in. In 1941 he bought a station at Rouyen, Quebec, which he sold a year and a half later for $105,000—five times as much as he paid for it.

His next ambition was Toronto. The only station he had any chance of procuring was CKCL. So last summer he went after it. Cooke believes that "if you wish for a thing enough—if you really want it more than anything

(*Continued on page 48*)



SILENCE

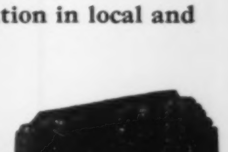
helps an afternoon siesta . . . no doubt about it . . . but there's no sleeping going on at WGN. Last Hooperatings in the 6 to 7 PM period for local commercial programs, Monday thru Friday, show WGN leading off with a 9.8 rating . . . with 5 out of the first 7 ratings.

***And,* from 6 to 10 PM on weekdays WGN leads with an 11.5 rating and takes 5 out of the first 10 places.**

***But wait* . . . we're not done . . . Sunday's daytime programming gives WGN 7 out of the top 8 local shows in Hooperatings. We just don't want to keep silent about this concrete evidence of station leadership. Remember, in the middle west it's WGN, Chicago's top station in local and national spot advertising.**

A Clear Channel Station WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

XUM

COOL AS A CUCUMBER!

No need to get "all hot and bothered" when buying Radio Time in Philadelphia! Use the Station that hundreds of local and national advertisers have found profit-producing year after year . . . practically 100% renewals in 1945!

Philadelphia's
MUTUAL
Affiliate
5000 WATTS
610 K. C.

PHILADELPHIA'S PIONEER VOICE
WIP
24 HOURS EVERY DAY

Represented Nationally by Geo. P. Hollingbery Co.

Respects

(*Continued from page 46*)

else in the world, and you're willing to put out some effort for it . . . you get it." He had $100,000 to spend, and was taken aback when Henry Gooderham, the owner, insisted on three quarters of a million. After five weeks of negotiation Cooke had induced Gooderham to sell for half a million with a 30-day option.

Jack Cooke was just $400,000 short. Two weeks later, no nearer his objective, his lawyer introduced him to one of the city's magnates. Salesmanship did the work. Within the next fortnight he added sufficient names to his list to surprise Mr. Gooderham by having the money ready on the appointed day. He still had to gain the approval of the CBC Board of Governors, which entailed a trip to Ottawa for Cooke. He returned with the license in his hand, and the controlling interest in an enterprise of which he had long dreamed.

Last September he commenced broadcasting with the call letters CKEY. It was rated in the Elliott-Haynes Surveys as the least popular radio station in the city. Today it is rated above all other Toronto stations during day-time listening hours. "It's really fantastic," Cooke exclaims, having just been presented with *Variety's* annual bronze placque for "the station above all other stations on the North American Continent showing the greatest initiative."

He goes to his office each week day at 9 a.m. and he doesn't lay off until midnight. He reasons like this: "If I work twice as long as anyone else in the business, and twice as hard as anyone else, it just adds up that I'll get twice as far as anyone else."

Other features he has introduced into CKEY include musical programs of from one to two hours in length, and minimum of advertising interruptions. The station operates 24 hours a day, seven days a week. There is an all-night program from midnight to 6 a.m. of unannounced, uninterrupted music, chiefly request. There are no serial dramas, but there is news every hour, on the hour.

The American-Blue has asked CKEY to affiliate with it for evening programs, and if, and when, the CBC Board of Governors approve, it will bring CKEY evening listening response to the level Cooke dreams of.

Some of his staff of fifty-six have been with him for eight or nine years. He can go into any department and his staff knows that he *knows* what he is talking about. He personally supervises every aspect of the operation. Practically all available time is sold.

Cooke admits that he has a very co-operative wife, and "a very beautiful one, too," he adds proudly. He has two boys, seven and three. Although Mrs. Cooke does protest at times over her husband's long hours, he appeases her by promising that "it won't last forever." He may begin letting up soon so they can play some golf.

He somehow manages to read several books a week, giving an anonymous review of some current publication each Sunday night over CKEY. During the greater part of Sundays he relaxes and is "all ready to go again on Monday." Although he has membership in several clubs, he confesses he is not a "joiner."

Now, Jack Cooke has two definite ambitions. The first is to make CKEY, without question, Canada's perfect station. The second is to have a network of his own. "And I will," he smiles confidently. There isn't any doubt about it . . . he will.

Disaster Restraint

MIAMI stations will sit tight on news of fires, disaster and local emergencies until danger of crowd congestion has passed. Idea was advanced by James M. LeGate, WIOD general manager, after station bulletins on a refinery fire brought out thousands, hindering firemen and police and exposing witnesses to danger. WQAM and WGBS joined WIOD, and WKAT was expected to follow suit. In future stations will get simultaneous releases from fire, police and safety officials. Hurricane and storm warnings will continue as usual.

Spencer on CAB Board

A. K. SPENCER, of the J. Walter Thompson Co., has been elected to the Board of Governors of the Cooperative Analysis of Broadcasting Inc., A. W. Lehman, CAB president announced following the Board's monthly meeting. Mr. Spencer's election fills the vacancy created by a recent revision in the organization's by-laws which now provides for four agency and four advertiser members, instead of three each, as formerly. He has been in J. Walter Thompson's radio department for 15 years and has been for the past three years chairman of the committee on radio broadcasting of the American Assn. of Advertising Agencies.

Rensie on MBS

RENSIE WATCH CO., New York, will start network radio in September with sponsorship of *Dave Elman's Auction Gallery* on Mutual. To be broadcast Monday 10-10:30 p.m. from the Waldorf-Astoria, program was Tuesday sustainer on Mutual May 22 to July 3, when dropped for American Safety Razor Co. series. Show will be broadcast sustaining in Monday evening spot a month before going commercial. Company name is that of its head, spelled backwards. Agency is Weiss & Geller, New York.

WHAT ARE THEY SAYING ABOUT WNEW Programs?

Here's what Ohio State University Institute for Education by Radio had to say about some of the more recent regular programs over WNEW. Most of these shows have gone on the air *since* VARIETY headlined "HEP INDIE DOES TOP PROGRAMMING JOB"!

"THESE ARE YOUR BOYS"

"Program punch" . . . *"Good continuity"* . . . *"Series should have wide, enthusiastic, appreciative audience"* . . . "Station is to be commended for giving of its time and talent to the necessary planning."

"WOMEN OF THE WORLD"

"Definitely a contribution to women's radio" . . . "should be of value in establishing better international understanding" . . . "Well organized material, comprehensible, graphic."

"COMBAT CORRESPONDENT"

"The honest but dramatic approach of this series to the realities of war in the Pacific is the sobering influence the American people need in these times" . . . "Entire production sensitive and unified."

"INTERNATIONAL QUIZ CONFERENCE"

"A unique, thoroughly engrossing quiz show. Objective of the series is challenging, and the station is to be highly commended for the vision and idealism of planning."

"PULPIT IN A FOXHOLE"

"This program has an inspirational quality which is seldom attained in religious broadcasts." . . . "If this program is a documentary, let's have more of them!" . . . "Script beautifully written."

"NEWS PARADE"

"Script Beautiful". . .*"Moods are intricately built and sustained."* . . . "This is a supremely effective program. There is not a single discordant element. Every feature makes for unity of effect."

"RED ROBIN PLAYHOUSE"

"Very superior series" . . . "aimed at a very specialized listener-group—those children of preschool age and first and second grades" . . . "The stories represent excellent choices, and music is very attractive."

"BEHIND THE CURTAIN"

"An extremely novel and refreshing music program" . . . "There is an element of suspense in the show entirely lacking in most musical programs" . . . "Good production and engineering."

"AROUND THE WORLD IN THIRTY MINUTES"

"Authoritative" . . . *"Extremely well planned"* . . . "Production excellent" . . . "Program is important, simple, vital."

Those are kind words. Especially to the program, script and production people who have made these shows possible. Yet it's all in a day's work, for a station is only as good as the program it offers. The many new programs now in preparation will adhere to the same high standards . . . for we are determined to enhance our reputation as—

"The station listened to by more people than any other non-network outlet in the country."

WNEW

1130 ON YOUR DIAL

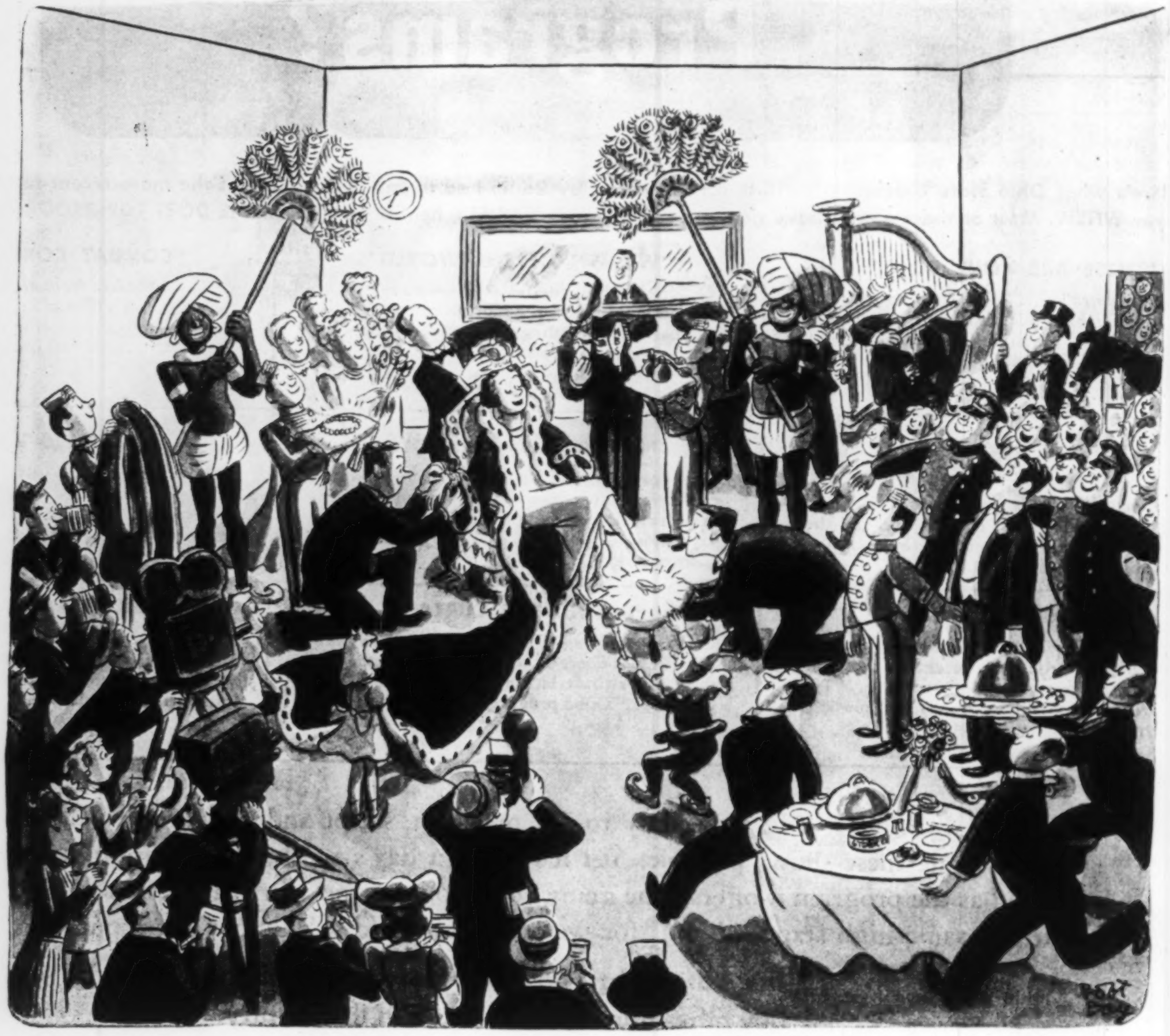
NEW YORK 22, N. Y.

TEN THOUSAND WATTS – ON THE AIR TWENTY-FOUR HOURS A DAY

REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

Milady's whim packs a wham!

HOW A NEW MUTUAL DAYTIME PROGRAM CAN WHAM YOUR SALES



……

ALL SORTS OF THINGS come to pass when this network brings the Cinderella legend to life, five days a week. Feminine whims get filled to the brim. And unusual advertising opportunities arise.

Every weekday afternoon, between 2:30 and 3:00, we ease a lady's foot into a figurative glass slipper, crown her "Queen for a Day", and devote the next 24 hours to granting practically every wish she wishes. Jewels, a hair-do, a new hat, dates with celebrities, aisle seats at hit shows, ringside tables behind the velvet rope—these and more are hers to command (and report on, during the next day's broadcast).

We're all aware of the wham that a lady's whim usually packs (TIME calls this program "The roseate daydream . . . actually materialized."). Transport that whim to various network origination points, with localized dealer and press tie-ins, and the advertising potentials become even clearer (VARIETY credits the show with "...strong commercial possibilities."). Review the sponsor-identification assets of audience-participation-quiz shows, and apply these above average results-per-dollar to your own needs (New York DAILY NEWS: "'Queen for a Day' has a good chance of finding a sponsor whose foot will fit the glass slipper").

Press notices, mail response, waiting lines for studio tickets—all these confirm our belief that "Queen for a Day" means showmanship that sells. Yes, even our wives like it. Why not ask your women-at-home friends about *this* program? We'll bet they like it—and say "Sponsor it."

MORE MUTUAL PROGRAMS TO MAKE SALESMANAGERS HAPPY

Now It Can Be Told . . 5-a-week documentary drama

Adventures of Father Brown . . Chesterton's sleuth

Leave It to the Girls . . . . the weaker sex speaks up

Calling All Detectives . . a Hawkshaw in every home

……

Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS

XUM

Son of WIBX President Is Killed in Accident

LT. ROGER C. BOWEN, 21, son of the late Scott Howe Bowen and Mrs. Margaret P. Bowen, president, treasurer and general manager of WIBX Utica, was killed in an automobile accident July 21 near Utica. He was home on leave from Dyersburg Air Base in Tennessee.

Lt. Bowen

He entered the Army Air Forces in May 1943 while a sophomore at Hamilton College, Clinton, N. Y. He received his pilot's wings and commission in September 1944. A brother, Aviation Cadet Frederick C. Bowen, has finished basic training at Waco, Tex., and another brother, Scott Howe Bowen Jr., is in Manila with a communications unit. Lt. Bowen's funeral was held on Wednesday at Newport, N. Y.

Face Isn't Familiar

MARINES certainly must have changed Sgt. Ernie Harwell, ex-WSB Atlanta announcer and sportswriter, now in the Pacific. When he and an old friend, Pvt. Harry Hughes, met recently, Hughes failed to recognize him, but Harwell didn't realize it. When the conversation drifted to Atlanta, Hughes asked seriously, "What ever happened to Ernie Harwell?" It took an identification card to convince the "old friend".

SEARS FOUNDATION GIVES KSAC FUNDS

HALF the $52,700 required to modernize KSAC Manhattan, Kan., Kansas State College, has been donated by the Sears-Roebuck Foundation, according to Milton S. Eisenhower, college president.

Though present equipment is 15 years old and only 1 kw can be used on the 580 kc channel, KSAC is tuned-in regularly by over 100,000 Kansas families, he added. New 5 kw transmitter and higher antenna are planned. KSAC took the air in 1924 and broadcasts three times a day.

In presenting a check for $26,350, Gen. Robert E. Wood, Sears-Roebuck president, and Foundation chairman, said enlargement of KSAC facilities "will do much to broaden and extend its scope of helpful service."

MANAGEMENT

LT. COL. HARRY D. HENSHEL, part-owner and former managing director of WOV New York, is on terminal leave after 22 months overseas on staff of Gen. Omar N. Bradley, in charge of air supply and evacuation of casualties and prisoners of war. He will be retired Sept. 16. Col. Henshel also is vice-president of Bulova Watch Co.

J. ROBERT MYERS, NBC budget officer, has been appointed assistant to the vice-president in charge of NBC finance, **JOHN H. MacDONALD.** Mr. Myers first joined NBC in 1936 and became budget officer in 1942.

WILLIAM F. HUFFMAN, owner of WFHR Wisconsin Rapids and president of Wisconsin Network, has been confined to the hospital from injuries sustained when struck and knocked down by a frightened horse.

FRANK H. McINTOSH, Washington consulting radio engineer, has been made president of the Audio Electronics Co. which maintains headquarters in the Carew Tower, Cincinnati.

CHARLES W. HAMP, general manager of XERB Rosarito Beach, Mexico, currently is making series of transcribed programs for Continental Productions Inc., Hollywood. Mr. Hamp continues in station executive capacity and will make frequent trips to XERB.

ON VACATION: **HENRY P. JOHNSON**, executive vice-president and managing director of WSGN Birmingham, at Ponte Vedra, Fla., for two weeks.

HARRY W. WITT, KNX Hollywood assistant manager, until Aug. 13 at La Jolla, Cal.

COMMERCIAL

HENRY M. (Hank) ALLEN, former radio director of BBDO Los Angeles, joins KECA Hollywood as account executive effective Aug. 1. He replaces **GEORGE IRWIN** who resigned to join Robert F. Dennis Inc., Los Angeles agency.

CY NEWMAN, assistant manager and program director of WSSV Petersburg, Va., has been named commercial manager.

ROBERT W. MILLER, formerly with Henri, Hurst & McDonald, Chicago, joins central division sales staff of American, Chicago.

JAMES O. PARSONS, head of sales promotion of Edward Petry & Co., New York, is father of a boy born July 19.

JOHN TREGALE of the Toronto office of All-Canada Radio Facilities, station representative and transcription firm, is touring all western stations between Toronto and Vancouver.

JANET FOSTER BROWN, traffic assistant in sales department of WEEI Boston, has resigned to join her husband stationed with armed forces in Cuba.

JOHN A. NELSON, for 15 years executive of McCann-Erickson, San Francisco, and more recently on Hollywood staff of The Biow Co., has joined Walker & Minton, Pacific Coast publisher and station representative. He is headquartered in Los Angeles.

DORIS ZIETZKE has been added to sales staff of KTYW Yakima, Wash.

LT. JEROME B. HARRISON, released from the Navy, was returned to the sales staff of WABC New York.

BOB EVANS, advertising manager of WELO Tupelo, Miss., is the father of a boy.

JOSEPH HERSHEY McGILLVRA Inc. has been appointed national representative for KMAC San Antonio.

CHARLES E. HIRES Co., Philadelphia (root beer), July 29 changed format of "Hires Ice-Box Follies", on 178 American stations, 6:30-7 p.m. Sunday, to light musical program featuring vocalists, Donald Dane and Louis Carlyle, plus Phil Davis and orchestra. Agency is N. W. Ayer & Son, New York.

FROM NB'S booth at Belmont Park Race Track, Clem McCarthy will broadcast the Travers Stakes, Saratoga Handicap, Saratoga Cup and the Merchants and Citizens Handicap, at 4:15-4:30 p.m. (EWT) Aug. 11, 18, 25 and respectively.

KATE SMITH

Kathryn Elizabeth Smith, our "first lady of radio," never had a singing lesson in her life.

Born on May Day in the Nation's Capital, Kate sang for the soldiers of World War I when she was eight. Her father wanted her to be a typist and earn as much as $25 a week. Kate gave it a whirl but decided she'd rather sing.

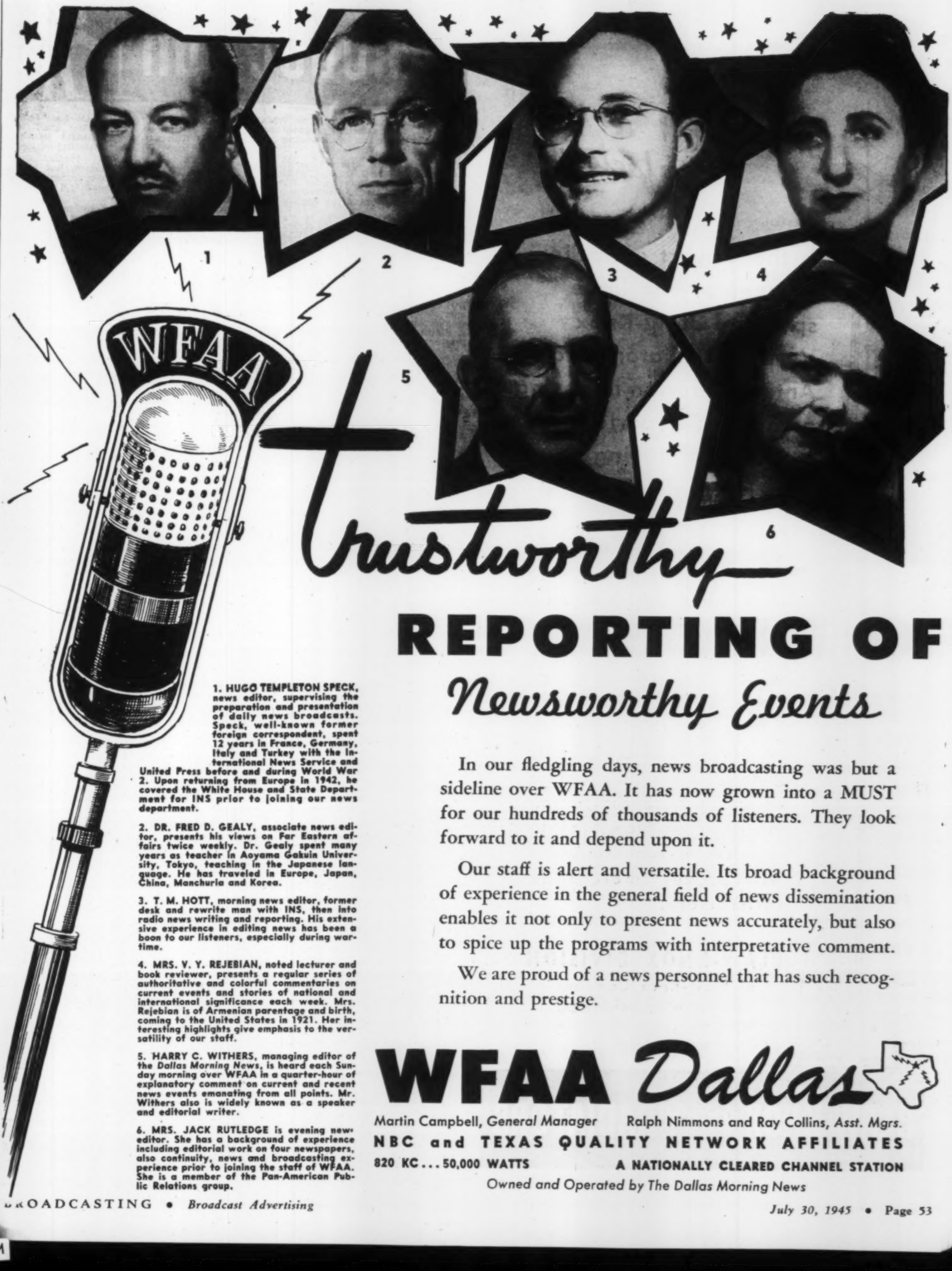
The Smith voice was discovered quite by accident one night in a Washington theater where Ted Collins caught a performance. With Collins as her manager, Kate was brought to New York, introduced over CBS, and the rest is history.

Kate's Newest Record Hit
SAY IT OVER AGAIN
Recorded on Columbia 36821
Performable Under Your BMI License

IT ALL COMES BACK TO ME NOW — Col. 36015
I DO, DO YOU / TWO HEARTS THAT PASS — Col. 36043
DANCING IN A DREAM WITH YOU / WASN'T IT YOU — Col. 36247
THEY STARTED SOMETHIN' / WE'RE ALL AMERICANS — Col. 36498
IT'S SAD BUT TRUE — Col. 35965

Your BMI DISC DATA contains complete listings of BMI-Licensed titles recorded by Miss Smith and many other great artists.

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York • Chicago • Hollywood


WFAA
1
2
3
4
5
6

trustworthy REPORTING OF *Newsworthy Events*

In our fledgling days, news broadcasting was but a sideline over WFAA. It has now grown into a MUST for our hundreds of thousands of listeners. They look forward to it and depend upon it.

Our staff is alert and versatile. Its broad background of experience in the general field of news dissemination enables it not only to present news accurately, but also to spice up the programs with interpretative comment.

We are proud of a news personnel that has such recognition and prestige.

1. **HUGO TEMPLETON SPECK,** news editor, supervising the preparation and presentation of daily news broadcasts. Speck, well-known former foreign correspondent, spent 12 years in France, Germany, Italy and Turkey with the International News Service and United Press before and during World War 2. Upon returning from Europe in 1942, he covered the White House and State Department for INS prior to joining our news department.

2. **DR. FRED D. GEALY,** associate news editor, presents his views on Far Eastern affairs twice weekly. Dr. Gealy spent many years as teacher in Aoyama Gakuin University, Tokyo, teaching in the Japanese language. He has traveled in Europe, Japan, China, Manchuria and Korea.

3. **T. M. HOTT,** morning news editor, former desk and rewrite man with INS, then into radio news writing and reporting. His extensive experience in editing news has been a boon to our listeners, especially during wartime.

4. **MRS. V. Y. REJEBIAN,** noted lecturer and book reviewer, presents a regular series of authoritative and colorful commentaries on current events and stories of national and international significance each week. Mrs. Rejebian is of Armenian parentage and birth, coming to the United States in 1921. Her interesting highlights give emphasis to the versatility of our staff.

5. **HARRY C. WITHERS,** managing editor of the *Dallas Morning News*, is heard each Sunday morning over WFAA in a quarter-hour of explanatory comment on current and recent news events emanating from all points. Mr. Withers also is widely known as a speaker and editorial writer.

6. **MRS. JACK RUTLEDGE** is evening news editor. She has a background of experience including editorial work on four newspapers, also continuity, news and broadcasting experience prior to joining the staff of WFAA. She is a member of the Pan-American Public Relations group.

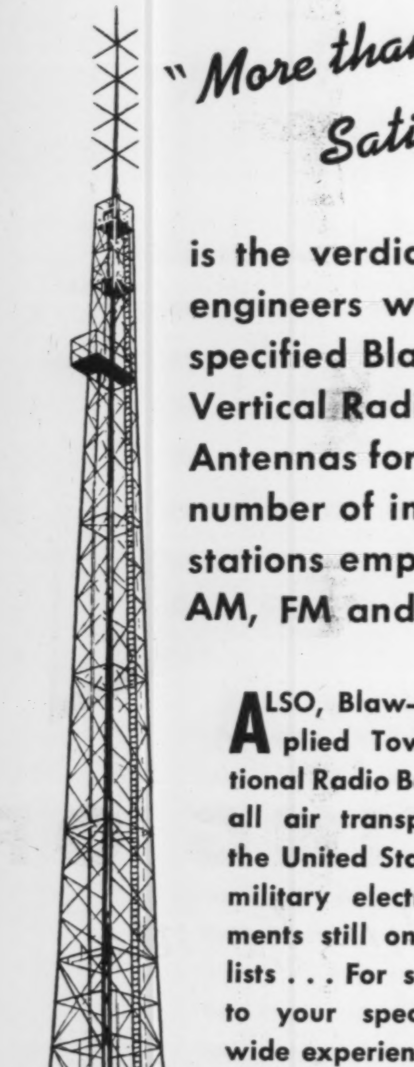
WFAA *Dallas*

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC . . . 50,000 WATTS **A NATIONALLY CLEARED CHANNEL STATION**

Owned and Operated by The Dallas Morning News



"More than Satisfactory"

is the verdict of radio engineers who have specified Blaw-Knox Vertical Radiators and Antennas for an imposing number of important stations employing AM, FM and VHF.

ALSO, Blaw-Knox has supplied Towers for Directional Radio Beacons to guide all air transport service in the United States, as well as military electronic developments still on the restricted lists . . . For strict adherence to your specifications plus wide experience in structural design and fabrication, you can count on Blaw-Knox to complete a contract which will prove "more than satisfactory."

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BLDG.
PITTSBURGH PENNA.

BLAW-KNOX VERTICAL RADIATORS

PRODUCTION

PAT KEHOE has returned to WMAM Marinette, Wis., as acting program manager after year on announcing staff WIBA Madison, Wis.

JIMMY THOMAS, former production manager of WJBO Baton Rouge, La., is new writer-producer with Don Lee Broadcasting System, Hollywood, following release from Army Signal Corps as sergeant.

CHUCK FOSTER, released from AAF, has joined KTYW Yakima, Wash., as announcer. **DAVE MIDDLETON**, new to radio, has also joined staff.

ALLAN STONE, formerly of WTTM Trenton, N. Y., is new addition to announcing staff of WIP Philadelphia.

LOUIS A. SPOSA, program service manager of WABD New York, DuMont video station, will conduct a fall course at Columbia U. New York, on television production and direction.

CONGRATULATIONS on her recent election as president of the Association of Women Directors are offered to Alma Kitchell, WJZ New York commentator, by Chester LaRoche, vice-chairman of the board of American Broadcasting Co.

CPL. JOE QUILLAN, former writer on NBC "Time to Smile", is assigned to AAF series on American station, "Flight to the Pacific".

JOY STORM, NBC Hollywood announcer-commentator, has changed his first name to John.

WALTER GERING, former newswriter of CBS Hollywood, has joined KECA Hollywood as writer-producer.

WALLY KING, announcer of KSFO San Francisco and m.c. at local Stage Door Canteen, has been awarded special two-year pin in recognition of 1,000 hours of work at the servicemen's recreational center.

TECH. SGT. HAL GIBNEY, former Hollywood announcer, is now program director of AAF radio unit, Los Angeles, and also assigned announcer on three AAF network programs.

MRS. PETER KING, formerly of Gordon Smith Adv., has joined KTYW Yakima, Wash., as continuity writer. **SALLY IVY**, new to radio, also has joined that department.

JAMES S. MURPHY, released from AAF as lieutenant after two years service, has rejoined CBS Hollywood as sound effects engineer.

AL SCHWARTZ, writer on NBC "Bob Hope Show," is father of a boy born July 16.

JOEL SUGGS, 16-year-old student at U. of Tex., is new announcer at KTBC Austin. Radio name is Michael Cameron.

BOB MOODY and **THAD GIBBS**, both new to radio, to WSSV Petersburg, Va., as announcers.

HOMER FICKETT, freelance, has been assigned to direct "Theater Guild on the Air" which starts on American Sept. 9, Sun., 10-10:30 p.m., with U. S. Steel Corp. as sponsor.

TROY MALLORY has resigned from announcing staff of WIP Philadelphia to join Mutual in New York

ALBERT P. STRONG, former announcer with WFBL Syracuse, is now crew member of a seaplane tender in the Pacific.

BOB KAMINS, from WKAR East Lansing, Mich., to announcing staff of WKZO Kalamazoo. **BARBARA DONAHUE** is new WKZO continuity writer.

ROBERT J. DELANEY, former announcer at WFBL Syracuse, has been promoted to sergeant in censorship section of Army Island Command on New Caledonia.

BOB TWEEDIE, new to radio, has joined the announcing staff of CJOR Vancouver.

JACK TREGALLAS, formerly of CJVI Victoria, has joined the announcing staff of CKWX Vancouver.

LT. RAY GOULDING, Army Medical Administrative Corps, former WEEI Boston announcer, has married Mary Elizabeth Leader at Ft. Knox, Ky.

CAPT. STUART NOVINS, former WEEI Boston announcer, is reported to be one of three former CBS announcers operating "Radio Thunderbird", voice of an Army division in Munich, Germany.

LEON FREMAULT, formerly with WMEX Boston, has joined announcing staff of WEEI Boston, using radio name of Bob Williams.

CY SMITH, released from the Army after two years service, has joined KGW Portland, Ore., as announcer.

FRANKLIN EVANS, formerly of KYW Philadelphia, has joined KPO-NBC San Francisco as announcer.

CAPT. JOHN W. WYATT, former announcer with WSAV Savannah, Ga., has been awarded the Bronze Star Medal for "meritorious achievement" in connection with operations in North Africa and Italy. At present he is officer-in-charge of the American Expeditionary station at Leghorn.

DON FAIRBAIRN, former CBC farm broadcast commentator now pilot officer with RCAF public relations section, has been awarded British Empire Medal in recognition of excellence and accuracy in reporting RCAF activities. He is reported first Canadian broadcaster to receive decoration for broadcasting activities.

BASIL ADLAM, currently musical director of "Reunion USA" on American stations and former arranger for Horace Heidt's band, has been made American western division musical director effective Sept. 15 succeeding **ERNEST GILL**, resigned.

AL GORDON, former news editor-announcer of WRR Dallas, has been appointed assistant to **BILL RAY**, KFWB Hollywood program manager, in charge of night operations.

JIMMY McKIBBEN, freelance writer, has been assigned to five-weekly quarter-hour "Hollywood Fan Magazine" on KFI Los Angeles.

DON CARNEY, veteran children's program m.c. on WOR New York, has

(*Continued on page 56*)

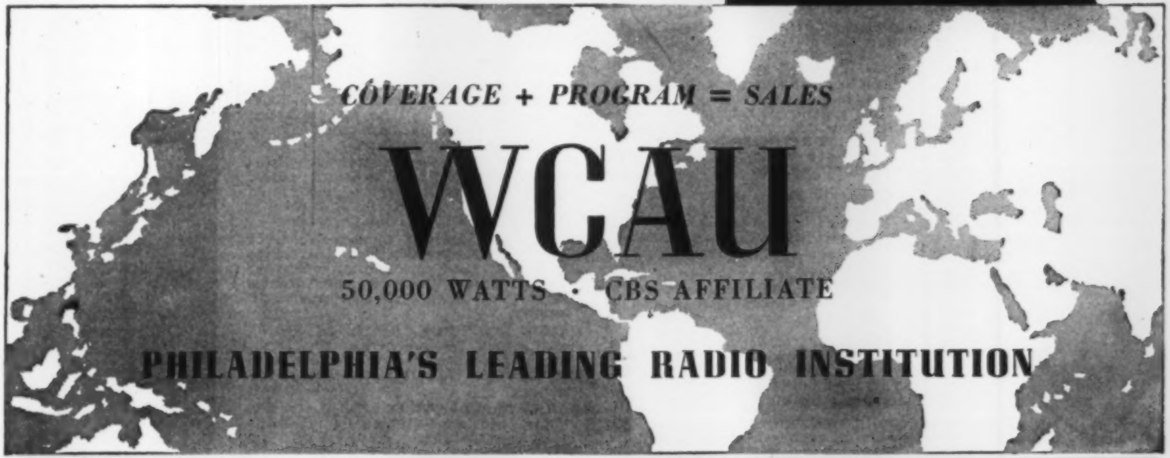
BUTCHER SHOP
PENCILS 10¢

"Maybe WFDF Flint could bring home the bacon?"

WCAU's *answer to Women who want to be well informed...*

Women look to—listen to—WCAU's Katharine Clark for "what's going on and what it means." Right now she is in Europe, reporting what women want to know about people in the liberated countries. What they are eating, wearing, thinking. How they are reacting to the Allied Victory. She is telling the homefolks how their sons and the boys next door are adjusting themselves to new surroundings, new languages, new customs.

This is an example of the lengths (in this case, across the Atlantic) to which WCAU goes to fulfill its function as Philadelphia's Leading Radio Institution.



COVERAGE + PROGRAM = SALES

WCAU

50,000 WATTS · CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

Figure It Out!

Put WMMN on your Fall schedule and in turn be assured one of America's Greatest Direct Response Audiences PLUS sound merchandising dealer support. Any way you figure, such a combination gives the same answer—success! Make WMMN a must and you'll be figuring correctly.

Ask a Blair Man

Columbia Network

5,000 A FORT INDUSTRY STATION WATTS

WMMN

FAIRMONT, W. VA.

PRODUCTION

(*Continued from page 54*)

formed the Uncle Don Institute of Child Guidance & Recreation, a nonprofit organiaztion to help solve child delinquency and recreational problems. Headquarters will be in Suite 1504, 1440 Broadway, New York. Mr. Carney already has started to establish free libraries and recreation facilities in sections where they do not exist at present.

Mr. Mason

ED MASON, for more than six years program executive of WLW Cincinnati, has been named program director of WIBC Indianalopis. He will supervise staff of 33 musicians, vocalists, announcers, newscasters and writers and will be responsible for planning and scheduling station's weekly 81 hours of local originations. General Manager **GEORGE C. BIGGAR** and Mr. Mason were associated at WLW, Mr. Biggar resigning early in July to head WIBC [BROADCASTING, July 9]. Mr. Mason (in private life Wallace Mosier) has been with WSUI Iowa City and KFRU Columbia, Mo., as farm and program director.

BOB THIELE, record m.c. on WHN New York, and **MONICA LEWIS**, NBC singer, were to be married July 27.

IRWIN KAUFMAN, formerly with the OWI at KRHO Honolulu, has joined KGO San Francisco as producer.

HARRY CURTIS has been appointed night supervisor of CKRM Regina, succeeding **GORDON BABINEAU**, resigned.

MARK STARBIRD has joined the announcing staff of CKBI Prince Albert, Sask.

R. S. LAMBERT, supervisor of education broadcasts of CBC Toronto, is conducting classes in radio production and script writing at the Summer Radio Institute of Queen's U., Kingston, Ont.

MARILYN LAMBORN has joined the continuity department of CKRM Regina.

GEOFFREY HOGWOOD, new to radio, has joined announcing staff of CKY Winnipeg. He produced radio shows while in RCAF.

ALLIED ARTS

MAJESTIC RECORD Co., New York, subsidiary of Majestic Radio & Television Corp., will erect a West Coast recording plant in Hollywood, **JAMES J. WALKER**, president and former mayor of New York, stated upon arrival in southern California. **HAL ROACH**, film producer, and his associate, **H. L. DRIVER**, have been appointed Majestic radio and record distributors for Southern California.

SCOTT KECK, sales representative of NBC radio recording division in New York, has been transferred to the central radio recording division in Chicago.

JEAN KING, formerly in charge of publicity of C. E. Hooper Inc., has joined Broadcast Measurement Bureau as assistant to the executive secretary.

PAUL A. RYAN, founder and first editor of The Crosley Corp. News & Views, employe publication, has been elected first vice-president of American Assn. of Industrial Editors.

KEITH BROWN, former American Hollywood producer, has joined Berg, Allenberg & Co., Beverly Hills, Cal., talent service.

CHARLES MICHELSON Radio Transcriptions, New York, has completed production of "A Date With Music," transcribed series of 130 quarter-hour programs with Phil Brito and network artists.

WLW Newscasts

CARRYING out its avowed policy of providing complete news coverage and analysis, WLW Cincinnati during the first six months of 1945 broadcast more than 3,800 news program, ranging from spot announcements to two hours devoted to President Roosevelt's death. Approximately 667 hours of air time were used. WLW's own programs totaled 3,330, network news accounting for more than 500 programs and occupying 118 hours. V-E Day made May the most important month during the period.

CBC Shortwave Increase

CANADIAN BROADCASTING Corp.'s shortwave service, started early this year, was increased on July 15 to a 12 hour daily service from 7 a.m. to 7 p.m. EDT, with programs being beamed to Canadian troops in Europe and Great Britain, to people of Great Britain, France, Czechoslovakia, Holland and Germany. The broadcasts are aired over CHTA and CHOL.

Camco Names Hill

CAMCO PRODUCTS Inc., New York (Camco Portable Cloverleaf Table Range), has appointed Hill Adv., New York, to handle advertising. Radio will be used in about 26 markets in the fall.

NEWS

JACK SHELLEY, manager of news bureau of WHO Des Moines and accredited Navy war correspondent, is now operating from Adm. Nimitz headquarters at Guam, reporting by shortwave and cable.

Mr. Foster

CEDRIC FOSTER, Mutual war correspondent and commentator just returned from three-month 34,000 mile tour of Pacific theater [BROADCASTING, July 23], predicts the war with Japan will continue from 1¼ to 2 years longer unless they break under the bombing attacks. Mr. Foster is now back in civvies at WNAC, Boston key for Yankee Network and Mutual.

SYDNEY MOSELEY, WOR New York commentator, has written his 31st book, "Battle for America", to be published in the late fall by Longmans, Green & Co., New York.

ALAN MILLER, former Montreal freelance newscaster and assistant editor of daily Montreal Gazette, has joined news staff of CKEY Toronto, replacing **JOHN B. STINSON**, now freelance.

JEAN MARY PENNY of news room of CBC Toronto, recently was married to **JOHN CROSBIE**, production manager of Ray Purdy Productions, Toronto, and formerly with CBC at Halifax and Toronto.

DAVID ANDERSON, NBC news reporter, after six years covering the European war fronts, has been shifted to Hollywood for daily quarter-hour newscast.

HARRY W. FLANNERY, CBS Hollywood commentator now touring Pacific theater as correspondent, is author of "The Enemy Behind San Francisco" in current issue of Free World Magazine.

GLEN STADLER, former CBS foreign correspondent, has joined WGBF Evansville, Ind., as commentator and analyst.

BERNARD KAMENSKE, formerly with AP in Boston, has joined WCOP Boston as rewrite man.

WINN

LOUISVILLE
Home of the
Kentucky Derby

AMERICAN WINN BROADCASTING COMPANY

Represented by
BROADCAST SALES COMPANY
New York and Chicago

HOMER GRIFFITH COMPANY
Hollywood & San Francisco

HARRY McTIGUE
General Manager

If you want ACTION in Indiana

The manufacturer or merchant who wants to introduce a new product, or to accelerate the movement of merchandise already established, in Indiana, will discover a spirit of cooperation at WIBC, which gets results.

Added to this station's wide radius and clarity, gained through its low frequency (1070 kilocycles), on a clear channel, and 5000 watts power, is a program of intensive merchandising of sponsored products in newspapers, on bill boards, in public conveyances and by mail. Prompt and sustained action is assured.

Complete information will be furnished, on request.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by
the Indianapolis News

WIBC

MUTUAL'S OUTLET IN INDIANAPOLIS

THIS IS
MRS. SMITH...

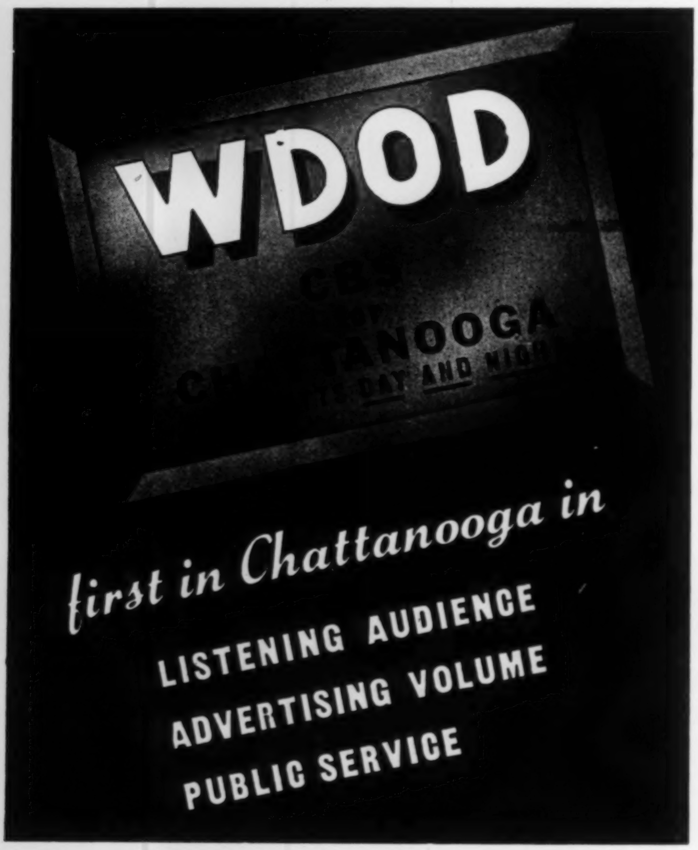
. . . one of the 1,045,717 housewives in the WGY COMMUNITY* who buy 1 7/8 billion dollars worth of products they hear about over WGY in the 97 thriving downtowns scattered network fashion over eastern and central New York and western New England.....

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.

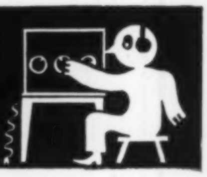
WGY
SCHENECTADY, NEW YORK
50,000 watts—23 years of service—NBC Represented
Nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-234



first in Chattanooga in
LISTENING AUDIENCE
ADVERTISING VOLUME
PUBLIC SERVICE

TECHNICAL



BELLUM MILLER has been named transmitter supervisor at WOL Washington and **TED BELOTTE** becomes field supervisor. Both are new positions. **HAROLD REED** continues in charge of studio operations.

JOSEPH B. ELLIOTT, in radio-phonograph field for 17 years, has been appointed general manager of RCA-Victor home instruments division. He will direct all activities in design, engineering, production, distribution and sale of RCA-Victor radios, television receivers and phonographs. Former vice-president in charge of sales and advertising for Schick, Inc., Mr. Elliott previously had been with RCA.

Mr. Elliott

MAJ. SUMMERS T. CARTER, who joined AAF in 1942, has returned to his former master control post at KYW Philadelphia. **RAYMOND WILKE** is new KYW engineer.

FRANK B. RIDGEWAY, former chief engineer of WTOL Toledo now in AAF assigned to the office of assistant chief of air staff, has been promoted to major. He has been in service since April 1943.

HENRY S. DAWSON, engineer of the Canadian Assn. of Broadcasters, will attend international radio conference at Rio de Janeiro in September, as observer for privately owned broadcasting stations of Canada.

E. O. WILSCHKE, former plant manager of Altec Lansing Corp., Hollywood, has been named assistant to vice-president, Altec Service Corp., New York. **A. K. DAVIS**, previous assistant director of Los Angeles electronics division, is promoted to director. **E. F. GRIGSBY**, field representative for Gilfillan Bros., Los Angeles, has been named special representative of Altec Lansing.

RONALD CARPENTER, control room engineer of WEEI Boston, has entered the armed services.

LAWRENCE M. BRAUN has been appointed vice-president in charge of newly formed export division of Electronic Corp. of America, to be known as E. C. A. International Corp.

JOHN B. HAUSLER, formerly with WAIT Chicago, has transferred from ABSIE London to OWI transmitter in Algiers.

J. ALFRED PEARCE, former assistant chief engineer of WWSW Pittsburgh, and **KENNETH W. GRINDE**, chief engineer of KXRO Aberdeen, Wash., have joined American Hollywood staff as studio-field engineers. **RAYMOND H. BAIRD**, former chief engineer of KFSD San Diego, has joined network's Hollywood technical division as relief engineer.

JACK BERMAN, FREDDIE ROSS and **JOSEPH KAUFFMAN** are new members of WSSV Petersburg, Va., transmitter staff.

SINCE the ODT decisions are keeping the World Series in a state of uncertainty, Connie Desmond, WHN sportscaster of the Dodgers games, has suggested that the diamond classics be played in Berlin this year before an all-GI audience and broadcast via shortwave to fans here.

SHERMAN & MARQUETTE, New York, has appointed David E. Green Assoc. to handle publicity for "Terry and the Pirates" sponsored by Quaker Oats, "Judy Canova", "Theater of Romance" and the Bill Stern show, sponsored by Colgate-Palmolive-Peet, New York.

OPERATING costs of Intra-Tel System are analyzed in 16-page bulletin by Transmitter Division of General Electric Co. Uses for Intra-Tel television system are explained by James D. McLean, division sales manager.

WIP Philadelphia in arrangement with BBC London July 26 scheduled four programs giving results of British elections.

EUGENE F. HAINES, with RCA Victor and predecessor companies for 44 years, has been elected assistant treasurer of RCA and manager of the RCA Victor treasury department. He joined Victor Talking Machine Co. in 1901 as office boy.

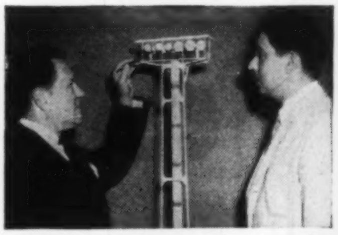
ALBERT BEYER and **FRANCIS HEIDENREICH**, both released from service, are receiving technical training at WFHR Wisconsin Rapids under plan established by station in conjunction with Veterans Adm.

L. R. BROWNE has been named director of new industrial service department of Concord Radio Corp., Chicago.

MARTIN LUND, chief engineer of WMAM Marinette, Wis., has been inducted into the Army. **LEO STEWART** has been named acting chief in absence of Mr. Lund. Additions to WMAM control staff are **HOWARD CAYLOR** and **JERRY BOTTS**, both new to radio.

WALTER HOWE, chief engineer of KTYW Yakima, Wash., is the father of a boy.

W. S. WINSFIELD, for eight years with Colonial Radio, has been appointed chief engineer of the home radio division, Westinghouse Electric Corp. Pittsburgh. In 1942-1943 he served as consulting engineer to the ordinance division of Bell Aircraft, specializing in electronic devices.



WALTER S. LEMMON, International Business Machines executive (l) and James D. McLean, General Electric Co., transmitter division sales manager, inspect relay tower model for proposed experimental radio relay network between Los Angeles and San Francisco.

HENRY GROSSMAN, CBS director of technical operations, arrived in Los Angeles last week to begin a month inspection tour of CBS West Coast technical facilities.

JACK STAUFFER, released from Canadian Army, has returned to control room staff of CJCS Stratford, Ont. He has been overseas since December 1939.

THREE executives of Reeves-Ely Labs., New York, have been assigned new duties. **E. L. WAYMAN, Jr.**, vice-president in charge of sales, now assumes duties of general administrative head of the sound apparatus division. **P. E. BOWEN**, vice-president, will also act as sales manager for Hudson American Corp., subsidiary. **C. B. DEWEY** will retain his duties as sales manager for Reeves sound labs and crystal and apparatus divisions, dropping Hudson American duties.

E. A. CUNNINGHAM, formerly with American Airlines, has joined NBC central division as studio engineer.

BEVERLY F. FRENDENDALL, NBC central division engineer, resigns effective Sept. 1 to join Frederick Hart & Co., Poughkeepsie, N. Y.

JAMES A. PEACH and **JOHN R. WILLIAMSON** have joined the transmitter staff of CBA Sackville, N. B.

M. L. POOLE, formerly of CKLW Windsor-Detroit, has been appointed projects engineer of CBC at Montreal engineering headquarters.

HOWARD HILLIARD and **MAX GILBERT** have been put in charge of two engineering divisions of CBC in Ontario, Mr. Hilliard with headquarters at Toronto and Mr. Gilbert at Ottawa.

MAJ. JIM HILL SPECK, released from service, has returned to technical staff of KGKO Dallas.

Glassdrip
Duncan's
Admiration
Coffee

LONE STAR CHAIN PERCOLATES COFFEE SALES

For Coffee Roasters in the Southwest

- Another of Many **LONE STAR CHAIN** Success Stories

"Our company has enjoyed an outstanding sales volume since its beginning in 1918; however, it was not until after our affiliation with the Lone Star Chain that ADMIRATION coffee took its place as the leader in sales throughout the State of Texas, to truly make ADMIRATION the choice of the Southwest and Texas' Largest Seller."—H. M. Duncan, President, Duncan Coffee Company.

Results like this speak for L.S.C. If you want to penetrate TEXAS, you, too, need the effective coverage of L.S.C.

Duncan's
Admiration

"DUNCAN COFFEE GRINDERS" ***heard over L.S.C. 5 times weekly***

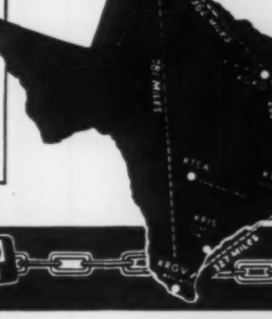
OTHER PRODUCTS AIRED OVER LONE STAR CHAIN

Bewley Flour
Crustene Shortening
Interstate Circuit Theaters
Grand Prize Beer
Hylo Soap Products
Justin Boots
Resistol Hats
Texaco Products

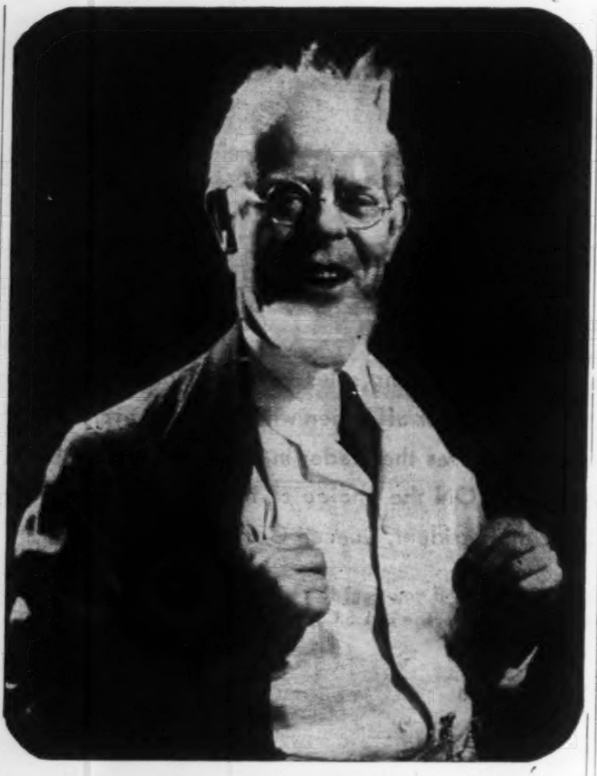
* LONE STAR CHAIN

AFFILIATED WITH
Taylor Howe Snowden
Radio Sales

805-6 TOWER PETROLEUM BLDG., DALLAS, TEXAS
TELEPHONE RIVERSIDE 5663
CLYDE MELVILLE, MANAGING DIRECTOR


KGNC
AMARILLO
KFYO
KGKO
781 MILES
266 MILES
266 MILES
KTSA
KXYZ
KRIS
KRGV
327 MILES

KGNC AMARILLO — KGKO DALLAS FORT WORTH — KXYZ HOUSTON — KTSA SAN ANTONIO — KRIS CORPUS CHRISTI — KRGV WESLACO — KFYO LUBBOCK



"Uncle Ezra"

NOW-312 TRANSCRIBED PROGRAMS:

Enough for 6 times per week for 52 weeks; or 3 times per week for 2 years. From $2 to $6 per program net.

Tell us time of day or night you would broadcast "Uncle Ezra". We will immediately quote price nearest 20% of your rate for that particular 5 minutes.

In this series of Transcribed five-minute Broadcasts, each of them has been planned to permit one-minute-and-thirty-seconds for Live Commercials.

Cancellation Privilege without short term penalty.

EXCLUSIVE TO ONE STATION IN EACH CITY!

WRITE—WIRE or Telephone for Audition Transcription

CO-OPERATIVE BROADCASTING SERVICE

Thomas Albert Gannon, Director

Board of Trade Bldg. - Chicago 4, Ill. - Tele. Wabash 6243

AGENCIES

THREE Fuller & Smith & Ross account executives have been elected vice-presidents of the agency. They are **OLIVE P. GATELY**, **FRANK OTTE** and **EDWARD J. MARTIN**, all of Cleveland office. **ROBERT ALLEN** has been appointed to new post of manager of client service in New York.

HENRY R. WEBEL, manager of export division of G. M. Basford Co., has been elected president of Assn. of Export Advertising Agencies.

HARRY S. PEARSON, released from armed forces, has returned to active association with Harry S. Pearson Adv., Seattle agency.

RUSSELL P. OSTRANDER Adv., Los Angeles, has moved to new offices at 2024 W. Sixth St.

ARTHUR M. ARLETT and **GARDNER YOUNG** have joined West-Marquis, San Francisco office, as account executives. Mr. Arlett, recently released from Army service, was formerly with A. E. Nelson & Assoc., San Francisco. Mr. Young is formerly of Foote, Cone & Belding.

DAVE McMILLAN, director and vice-president of Erwin, Wasey of Canada, Toronto, has resigned effective as of July 31. Successor is **RALPH L. LAWSON**, secretary of Canadian branch office.

STEWART-LOVICK, Toronto, has moved to permanent quarters at 610 Concourse Bldg., 100 Adelaide St. West.

JOHN WILSON, former production manager with McCann-Erickson, has joined radio department of Grant Adv., New York.

GEORGE DURAM, media director of H. W. Kastor & Sons, Chicago, has shifted to account executive on Procter & Gamble. His former duties have been divided, **WALTER KNIFFEN** heading space media and **SANGSTON HETTLER**, radio.

ARTHUR F. SACHTLEBEN, formerly with Buchanan & Co., New York, has joined Kelley-Mason, New York, as account executive.

JANE WARING KALMUS, formerly with Tom Fizdale Inc., New York, has joined Hutchins Adv., New York, to handle publicity on Philco account.

WILLIAM B. TAYLOR, released from the Army as captain, has been appointed vice-president and account executive of William Esty & Co., New York.

ARTHUR KUDNER Inc., New York, has purchased a minor stock interest in Holst & Edwards, Honolulu.

SAMUEL W. MEEK, vice-president of J. Walter Thompson Co., has returned from a trip to England, France and Germany on special duty for Army.

HELEN LEE, copy chief of radio department of Newell-Emmett Co., New York, has been married to Frederick Van Wicklen Jr., newspaper man.

W. R. PETERSON, who resigns Aug. 1 as business manager of American Broadcasting Co. central division [BROADCASTING, July 23], joins Schwimmer & Scott, Chicago, as business manager.

HAROLD W. GARTHE, for eight years with Sears Roebuck & Co. and the Phil Gordon Agency, has been made a vice-president of Merchandising Advertisers, Chicago agency.

HARVEY N. VOLKMAR, account executive of Lloyd, Chester & Dillingham, New York, has been elected vice-president.

PHILLIP DOELKER, former director on production staff of CBS, has joined McCann-Erickson, New York, to assist in production of Westinghouse Ted Malone program five-weekly on American.

CATHERINE COOKE, recently in Teheran, Iran, for State Dept., has joined McCann-Erickson foreign department.

FREDERICK P. ELWES, formerly with Lehman Bros. and for 10 years with Wall Street Journal, has joined Albert Frank-Guenther Law, New York.

FRANK TYSON of the copy staff of Burton Browne Adv., Chicago, has been appointed copy director.

COAST WESTERN Adv., Los Angeles, is headquartered at 672 S. Lafayette Park Place. Telephone is Drexel 8138. **W. P. (Tip) RODMAN** has joined agency as account executive, with **TERRY RUSK**, copywriter, and **ELAINE MOTT**, traffic manager.

LT. JOHN CHRIST, Los Angeles Navy public relations office, radio division, and Jeannette Hoyt were married in Los Angeles July 21. Lt. Christ is former producer of J. Walter Thompson Co., Hollywood.

DAVE TITUS, producer of BBDO Hollywood Aug. 1 shifts to Young & Rubicam, Hollywood.

ROBERT OSWALD, formerly with Roger McDonald Newspapers, Chicago, and **STEVE SCHAFFER**, former NBC San Francisco sales promotion director, have joined Western Adv., Los Angeles, as account executives. **ESTHER VANDEBURG**, formerly with Los Angeles All Year Club, has been added as copywriter.

BEN CONERY has been appointed assistant production manager of BBDO Los Angeles. He is former production manager of Peck Adv., New York. **TOM DILLON**, copy chief of BBDO San Francisco, has shifted to agency's Los Angeles office.

FRANK OXARART, account executive of The Biow Co., Hollywood, has resigned to establish his own advertising agency.

MARVIN GOODSON, freelance writer-producer, has been appointed radio director and account executive of Harry J. Wendland Adv., Los Angeles.

MAURINE SISSON, with J. Walter Thompson Co., Los Angeles, for 12 years as office manager and timebuyer, has resigned effective Aug. 15 to join Cosby Cooper Adv., San Francisco, as account executive.

Ice Campaign

NATIONAL Ice Public Relations Inc., Washington, through Leo J. Paulin & Assoc., Washington production firm, is preparing series of six quarter-hour programs for placement in early August by affiliate firms on local stations. To stress importance of ice as a weapon of war and in the home, series may be expanded later. Firms in 35 markets have requested series.

24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

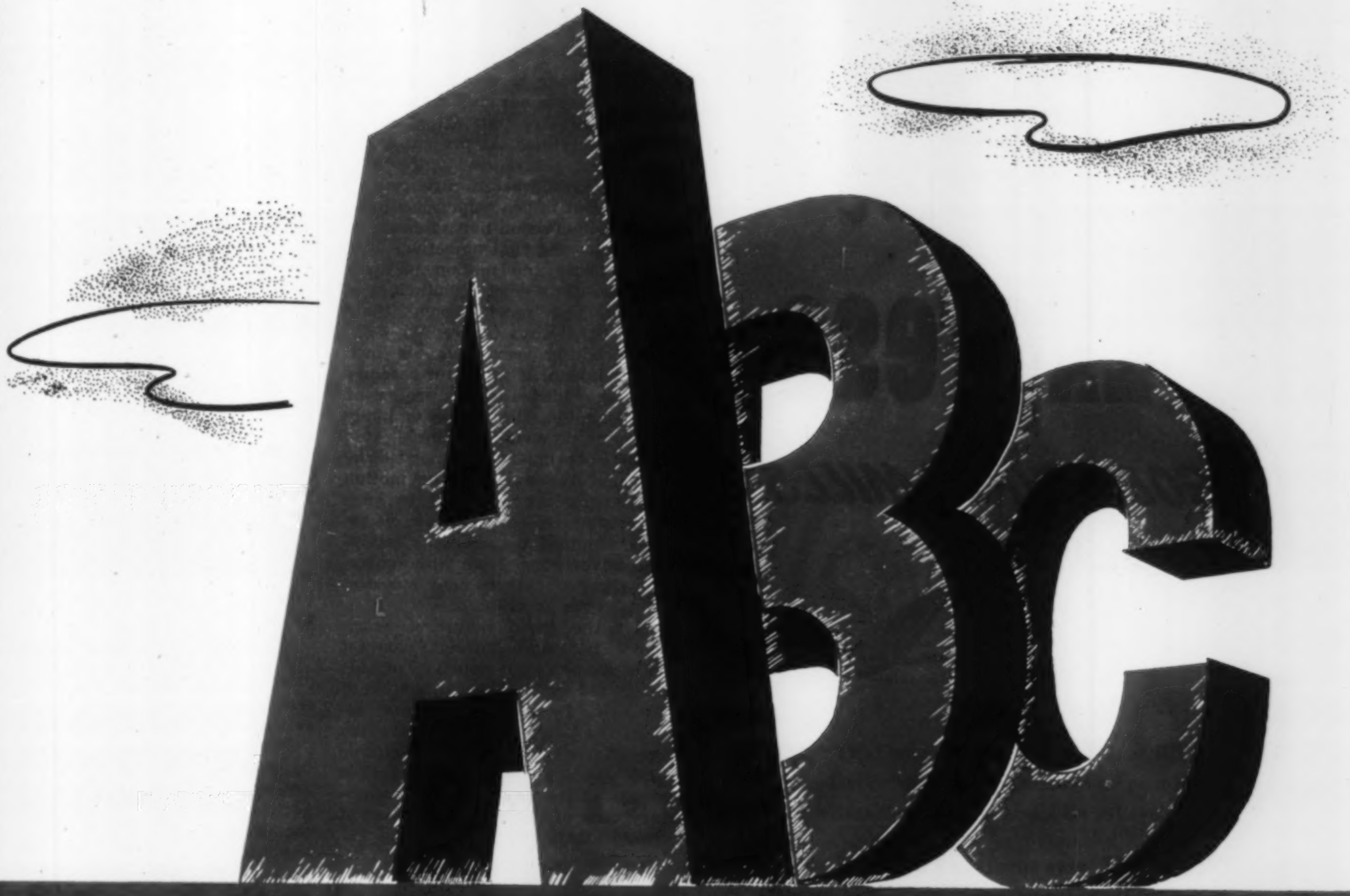
CBS

WSPA

SPARTANBURG,
SOUTH CAROLINA
Home of Camp Crof

5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

XUM



Associated Broadcasting Corporation

Expands to

FULL TIME COAST-TO-COAST OPERATIONS

SEPTEMBER 16

Streamlined Major Market Coverage at Minimum Cost

NEW YORK
Chanin Building
122 East 42nd Street
Murray Hill 53227

CHICAGO
Carbon-Carbide Building
230 N. Michigan Avenue
State 5466

HOLLYWOOD
Wilshire Center Building
3055 Wilshire Boulevard
Exposition 1339

EXECUTIVE OFFICES: KEELER BUILDING • GRAND RAPIDS • MICHIGAN

A FAST REMINDER

Air Express

GOES THREE MILES A MINUTE!

IN A RUSH to get something somewhere fast? Specify Air Express. More planes are back in service — more space available these days for all kinds of important traffic.

YOUR SHIPMENT gets special pick-up and special delivery in major U. S. towns and cities — and between airports it travels at a speed of three miles a minute.

THAT'S WHY same-day delivery is possible in many cases. If your shipment is going to an off-airline point, rapid air-rail schedules serve 23,000 such points in the U. S. Direct schedules serve scores of foreign countries.

COST? When you consider the importance of your shipment in terms of money made or saved or customers served, you will find that Air Express "earns its weight in gold."

AIR MILES	2 lbs.	5 lbs.	10 lbs.	25 lbs.
250	$1.04	$1.25	$1.57	$2.63
500	$1.11	$1.52	$2.19	$4.38
1000	$1.26	$2.19	$3.74	$8.75
2500	$1.68	$4.20	$8.40	$21.00

WRITE TODAY for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY
Representing the AIRLINES of the United States

Lafount

(*Continued from page 22*)

munication can become a constructive influence in our civilization only if the industry operating it is highly disciplined. At present regulation is "spotty" and uncertain. Our 900 broadcasters are conscientious. But in peacetime they have neither supervision nor guidance in moving toward that objective.

The press and motion pictures long ago devised effective self-regulation. The movies have their "czar"—the Hays Office.

The editor serves as his own disciplinarian. If an editor becomes careless or biased in this process of self-discipline, the public is likely to impose its own discipline.

The Government does not tie the hands of the publisher or motion picture producer working to keep his product on a high plane. Neither is required to accept objectionable advertising from any source. The right of both to deny space to propaganda is absolute.

But the radio industry, which has a far more intimate contact with the public, is deprived of this safeguard by the recent action of the FCC. In at least one vital respect the Commission has thwarted the efforts of radio to discipline itself through the only feasible means at its command—the voluntary code of the National Assn. of Broadcasters.

In Nation's Interest

The question we must face, as I see it, is: who should use this enormous power of radio communication which so intimately affects our trends of thinking and living?

The question of whether some agency other than the individual broadcaster should be given a hand in directing radio programs into constructive channels is acute. The Government has already assumed a definite responsibility as to commercial standards. Advertising by radio is checked by the Federal Trade Commission to prevent misrepresentation. Uncle Sam is looking out for the pocketbook interests of listeners.

I cannot repress the belief that the character of the programs which keep us informed, stimulate thought and emotion, influence our way of life and thus bear heavily on the problem of maintaining our democracy and achieving world peace is of far greater importance than the accuracy of advertising.

What I am suggesting is not Federal control over programs, although I think there is much to be said for the FCC's decision to study program content. Nor do I urge that the Government crack down on any individuals now broadcasting or seeking the privilege of doing so. The important thing, it seems to me, is to keep radio functioning in the national interest.

During the war the broadcasting industry has been united in a single major aim—achievement of victory. In carrying out this purpose we have had intelligent and consistent guidance from the Office of War Information. The partnership between OWI and radio has been a big factor in the United States' wartime achievements. Now we need a similar cooperation to promote peace and prosperity.

Our 900 broadcasters want to cooperate. I think the FCC is eager to have them do so. The U. S. Office of Education is laying plans for some 800 educational stations after the war. The problem is one of coordinating these efforts without resorting to censorship or suppressing free speech.

Precisely what the means of disciplining the broadcasting industry should be I do not know. But one certainty stands out. If we are to take full advantage of radio, we shall need national, not local, guidelines. Such aid and direction might continue to be given by the OWI. That policy, however, would involve risks of governmental domination. Particularly at election time there would be danger of using OWI influence for political purposes.

More Self-Discipline

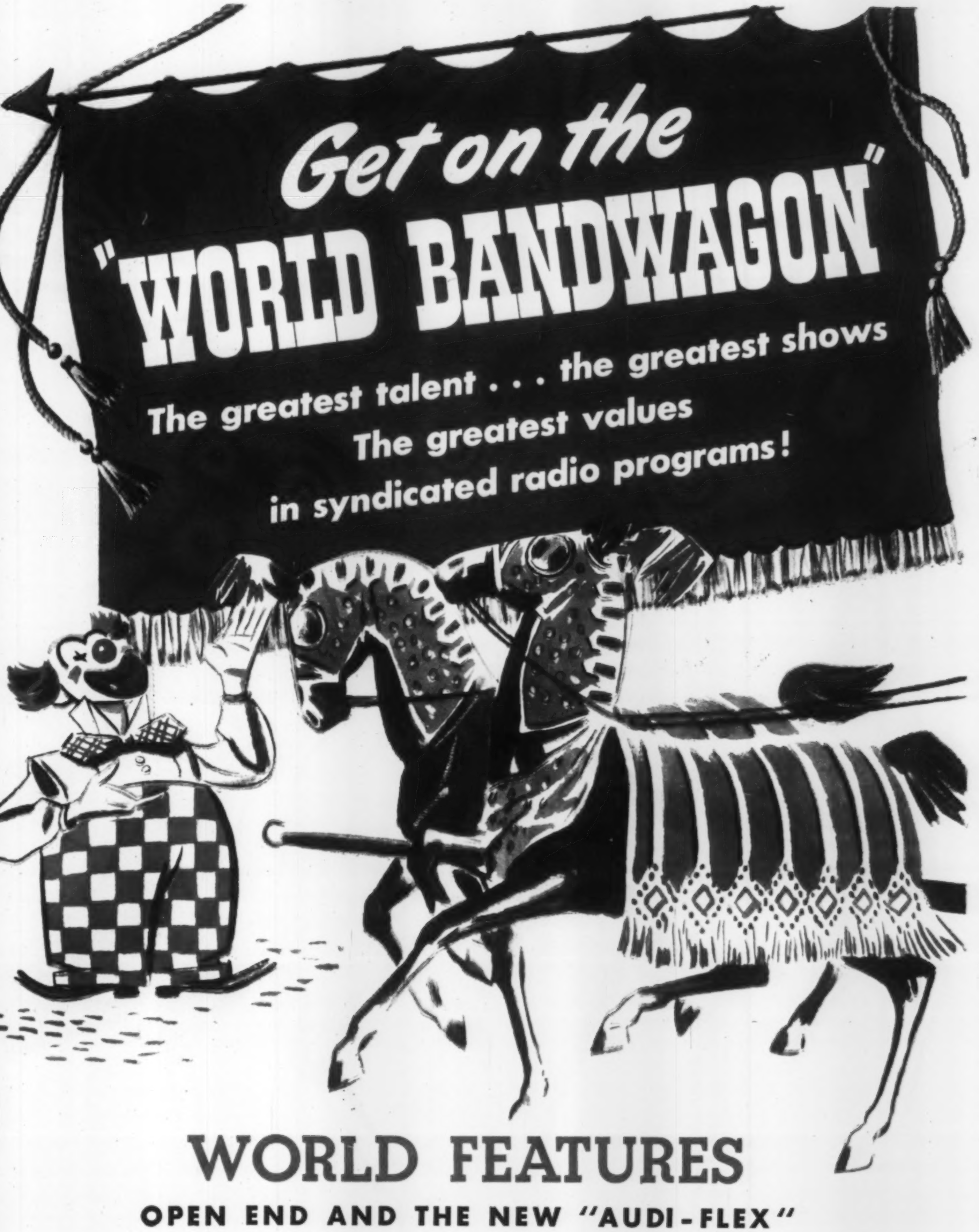
For that reason broadcasting should be encouraged to extend its self-discipline, not to curtail it.

The task might be undertaken by a rotating board of broadcasters, with an intelligent and energetic chairman or executive director. Such a move would need the sanction of the Government. The board could meet with the FCC, the FTC, the OWI, the Office of Education, members of Congress and others for suggestions as to how the public service aspects of radio can be improved. It could gradually set up standards to guide the industry—standards more comprehensive and authoritative than the existing NAB code.

Our entertainment is the best in the world. Radio news has reached a high point of accuracy, fairness and speed. In numerous other ways the broadcasting industry has made remarkable progress. Yet there are many respects in which its services can be greatly improved. Without attempting to produce a Utopia, we can make radio a device of the utmost value in promoting peace through collective security, in the advancement of full employment, in the development of industry, agriculture, commerce and all the constructive activities that combine to make up our American way of life.

There must be no rigid and undemocratic censorship of radio. I would not attempt to eliminate every crackpot and every potential poison spreader. By means of a self-disciplining agency, however, broadcasting can minimize these destructive influences.

Without censorship or any encroachment upon free speech, this power that reaches into millions of homes can be systematically used to educate the people on public issues, convey truth, teach loyalty and cultivate a better understanding of democratic principles.


Get on the
"WORLD BANDWAGON"
The greatest talent . . . the greatest shows
The greatest values
in syndicated radio programs!

WORLD FEATURES

OPEN END AND THE NEW "AUDI-FLEX"

see following pages

EACH ONE...

"A SHOW FOR YOUR MONEY"

JAM SESSION
156 Pgms.—15 Min.
Audi-Flex
CASA CUGAT
156 Pgms.—15 Min.
Audi-Flex

IREENE WICKER
52 Pgms.—15 Min. Open-end

GOLDEN BANTAM REVUE
156 Pgms.—15 Min. Audi-Flex

SONGS OF PRAISE
156 Pgms.—15 Min. Audi-Flex

MAUREEN O'SULLIVAN
(Once Upon A Time)
26 Pgms.—5 Min. Open-end

RHYTHM RANGE
26 Pgms.—15 Min. Open-end

FIRESIDE TALES
26 Pgms.—5 Min. Open-end

MANDRAKE THE MAGICIAN
156 Pgms.—15 Min. Open-end

STRANGE AS IT SEEMS
26 Pgms.—15 Min. Open-end

FOOTPRINTS ON THE SANDS OF TIME
104 Pgms.—5 Min. Open-end

SING, AMERICA, SING
156 Pgms.—15 Min. Audi-Flex

SAGEBRUSH SERENADE
156 Pgms.—15 Min. Audi-Flex

HERE COMES LOUIS JORDAN
156 Pgms.—15 Min. Audi-Flex

Want shows that will go to town with new sales and higher ratings? Then hop aboard the World Bandwagon. Each of the great new World Features is made with a sure-fire recipe. The ingredients? The foremost talent, the most distinguished writers, producers and directors plus World's accumulated experience in making radio shows that *click*.

Every World Feature has the big-time touch . . . that extra bit of imagination . . . that trick of timing . . . that certain smoothness that creates steady listeners. World Features *are* big time . . . in everything but cost. Each is priced to fit well within the modest budget.

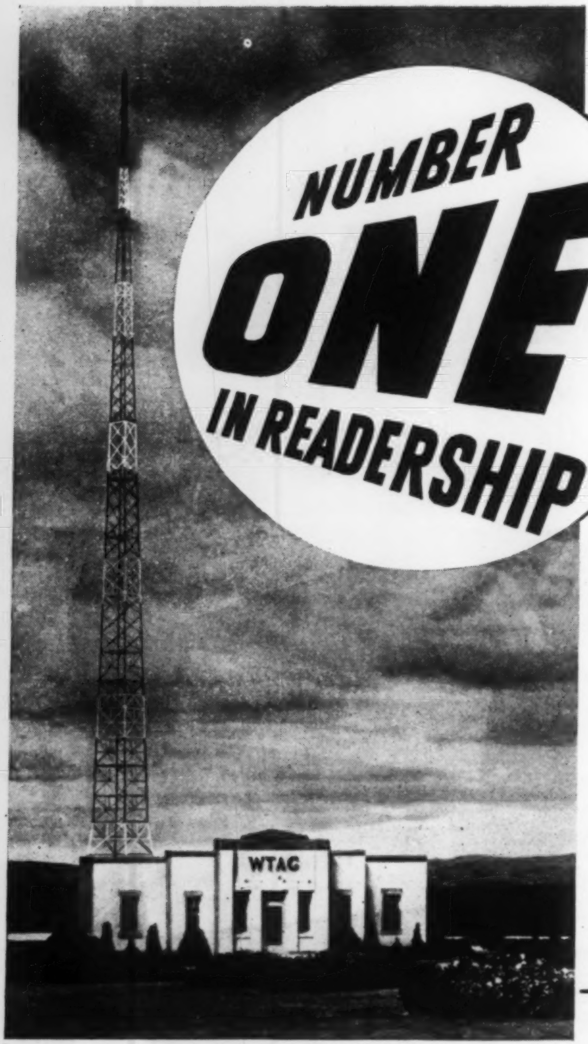
World Features are available, vertical and lateral, in two types—open end and a new and exclusive flexible form—"Audi-Flex," a combination of top-ranking scripts with music in bands.

If you are an advertiser, let your local station audition the shows for you. Their unusually moderate prices will amaze you. If your local station does not have World Features, write us direct. Address: World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD FEATURES

WORLD BROADCASTING SYSTEM, INC., *a subsidiary of Decca Records, Inc.*

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON



The kind of readership that gets results—

Maybe it isn't important that a recent single insertion in ADVERTISING AGE produced 228 inquiries from advertisers—or maybe it is! One thing it does prove is that important advertisers read ADVERTISING AGE regularly every week—*and carefully!*

Because of its news content—fresh and right off the bat—it is the outstanding publication in the field of *general* advertising. Advertisers and their agencies read it promptly on Monday—for its editorial content is as of noon on the preceding Friday.

It gets action for others—it will get action for you! Write for surveys proving this claim.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

SPONSORS

B. HARRIS Co., Los Angeles, to promote Toujenais' Congo and Bracelet perfume, July 30 starts weekly half-hour transcribed "Playhouse of Favorites" on KQW San Francisco and KNX Hollywood. Contracts are for 52 weeks. With time availability, account will expand on spot basis using that program and other transcribed shows on stations in selected markets. For Derma Regis Hair Tonic, firm currently sponsors weekly half-hour transcribed "Boston Blackie" on KHJ Hollywood and KFRC San Francisco, and in early September expands to 40 Don Lee Pacific stations. Spot time also will be used in Chicago, New York and other major markets. Coast Western Adv., Los Angeles, has account.

FIRST National Bank of Dallas, Tex., has started quarter-hour UP "One Man's Destiny" on WFAA-WBAP Dallas-Ft. Worth, Friday 9:45 p.m. Contract for 13 weeks placed thru Rogers & Smith, Dallas. Grove Labs., St. Louis, for 34 weeks thru Russel M. Seeds Co., Chicago, sponsors two quarter-hour newscasts weekly on WFAA-WBAP.

RIT PRODUCTS Corp., Chicago (dyes), July 2 started schedule of eight transcribed announcements per week on KHJ Hollywood. Contract for 26 weeks placed thru Earle Ludgin & Co., Chicago.

PAUL R. TRENT, former vice-president and general sales manager of Schutter Candy Co., has been named director of sales and advertising of Leaf Gum Co., Chicago.

BEECH-NUT PACKING Co., Canajoharie, New York (gum), Sept. 30 starts weekly schedule of station break announcements on KFI Los Angeles. Contract is for 52 weeks. Newell-Emmett Co., New York, has account.

PLANTATION TRAILER SALES, Los Angeles (auto trailers), has started weekly quarter-hour "Every Man a King" on KMPC Hollywood. Contract is for 13 weeks. Charlie Davis Adv., Los Angeles, has account.

CURTIS PUBLISHING Co., Philadelphia (Satevepost), in addition to spot schedule has started thrice-weekly participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood. Contracts are for 52 weeks. Agency is MacFarland, Aveyard & Co., Chicago.

OLD MISSION WINERIES, Los Angeles (Old Mission wines), has appointed Milton Weinberg Adv. Co., to handle advertising and is planning southern California transcribed spot campaign for immediate future.

THRIFTY DRUG Co., Los Angeles (southern California chain), adding to heavy radio schedule on Aug. 4 starts half-hour all-request "bobby-socks" recorded series "Symposium of Swoon" on KECA Hollywood. Contract is for 52 weeks. Hillman-Shane-Breyer, Los Angeles, has account.

SCENIC STAGES Co., New Westminster, B. C., is sponsoring weekly quarter-hour period weekly on CKNW New Westminster. P. D. Haddock Lumber Co., New Westminster, is sponsoring weekly quarter-hour life of Winston Churchill. Both placed direct.

J. J. KREIG Co., Oakland, Cal. (clothiers), has signed for spots before and after Pacific Coast League baseball broadcasts on KROW Oakland, Cal., for balance of season.

NEW business on WMAQ Chicago includes a contract for 52 weeks signed by Longines Wittnauer Watch Co., New York, for half hour Sunday transcribed "World's Most Honored Music". Agency is Arthur Rosenburg Co. Schutter Candy Co., Chicago (Old Nick Candy Bar), will use two transcribed spots weekly for 52 weeks, placed thru Schwimmer & Scott, Chicago.

NATIONAL ALUMINUM Mfg. Co., Peoria, Ill. (cast cooking utensils), has appointed Reincke, Ellis, Younggreen & Finn, Chicago, as agency. Radio is contemplated.

ARMOUR & Co., Chicago, Sept. 10 switches "Hedda Hopper's Hollywood" from CBS, Monday 7:15-7:30 p.m. (repeat 11:15-11:30 p.m.) to American, Monday 8:15-8:30 p.m. Agency is Foote, Cone & Belding, Chicago.

EVANS FUR Co., Chicago, has started on WJJD Chicago new quiz show "Lucky Money", Monday thru Friday 6:45-7:00 p.m. Listeners submit musical questions, answer to which is a song that must be played by pianist on the program. Agency is States Adv. Agency, Chicago. Contract is for 52 weeks.

F. H. PETERS has been appointed advertising manager, Frigidare division, General Motors Corp., Dayton, replacing **JAMES F. PEDDER**, to G-M employe cooperation staff.

SHOVELFULLS of boxtops are gathered for wastepaper by Whitehall Pharmacal Co. executives Dick Rettig, (1) adv. mgr.; Lloyd Bernegger, (c) sales mgr.; Chet Willard, merch. mgr. Box tops came in after a pin was offered for two weeks on two Kolynos sponsored shows, "Just Plain Bill" on NBC 5 times weekly, and "Helen Trent" CBS 5 times weekly.

HAYSMA Co., Chicago (hay fever remedy), will begin sponsorship August 12 of approximately 12 spots weekly on WAIT WCFL WIL CKLW WKRC. Contract for four weeks placed by O'Neil, Larson & McMahon, Chicago.

Foley & Co., Chicago (Honey and Tar Cough Syrup), is placing spot schedules in selected markets for fall. Agency is Lauesen & Salomon, Chicago.

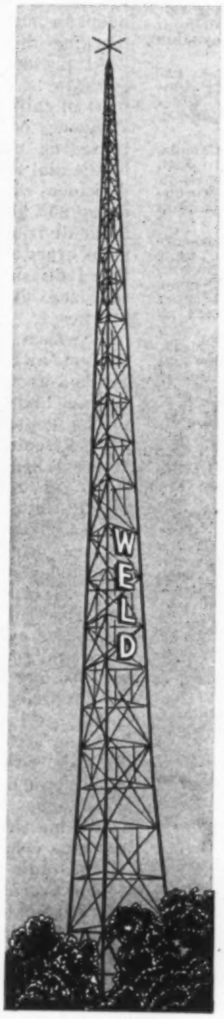
WILLARD TABLET Co., Chicago, Sept. 17 begins five and fifteen-minute shows, three to five times weekly on station list now being formulated. Agency is First United Broadcasters, Chicago.

BERKSHIRE Knitting Mills, Reading, Pa., has signed for quarter-hour Sunday morning commentaries on Don Lee

(*Continued on page 68*)

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WELD



FM STATION WELD

Ohio's First FM Station

Input to Final Amplifier: 10 KW
Antenna Output: 5 KW
Total hours operation to date: Over 18,000

Station WELD has been in operation since 1940. The above record is one more tribute to the ever-growing leadership of the Armstrong Phase Shift Method of Frequency Modulation . . . the method employed in REL transmitters of all power ratings.

REL

SPECIALIZATION IS THE ANSWER!

FM is not our sideline . . . it consumes all our thinking! It is this specialization that accounted for our pre-war leadership . . . and it is this specialization, coupled with the unique knowledge and thorough experience of our staff of engineers that will, when Victory is ours, continue to lead the way for even greater leadership in FM Expansion!

Buy
More Bonds

Sales Representatives

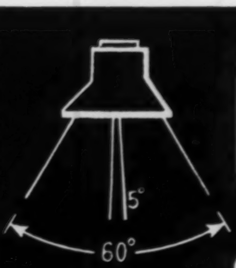
MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

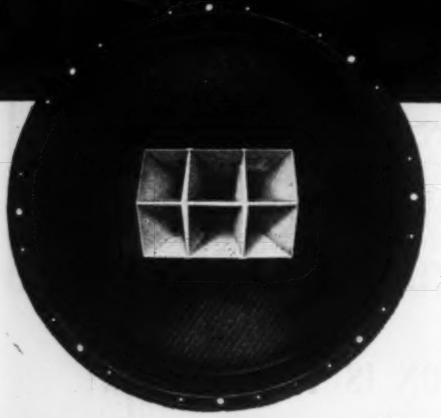
MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
N. B. Neely Enterprises
7422 Melrose Ave.
Hollywood 46, Cal.

Pioneer Manufacturers of FM Transmitters Employing Armstrong Phase-Shift Modulation

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.





60 DEGREE
Horizontal

AREA OF DISTRIBUTION

The new amazing Altec Lansing multi-cellular Duplex Speaker provides up to 1200% increased area of quality sound distribution in the horizontal plane. Horizontally the Duplex delivers a sixty degree angle of distribution, or twelve times the area distribution at high frequencies as compared to single unit speakers of comparable size. Another reason why the DUPLEX is the SPEAKER that REVOLUTIONIZES the methods of sound REPRODUCTION.

SEND FOR BULLETINS

ALTEC
LANSING CORPORATION

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

SPONSORS

(*Continued from page 66*)

Broadcasting System with novelist Ilka Chase, effective Sept. 9. The Knox Co., Rutland, Vt.,' Sept. 9 starts half-hour program weekly on Don Lee. Raymond R. Morgan Co. is agency.

SHANE JEWELERS, Oakland, Cal., has started twice-weekly quarter-hour commentaries by James E. Sidney Wales on KROW Oakland thru Theodore H. Segall Agency, San Francisco.

PROCTER & GAMBLE Co. of Canada, Toronto (Crisco), has started Joan Baird in a Mon. thru Fri. quarter-hour afternoon commentary on CFRB Toronto. Account was placed by Compton Adv., New York.

IMPERIAL OIL Ltd., Toronto, has expanded broadcasts of Toronto Maple Leaf Baseball games on CKEY Toronto from play-by-play reports of home games to condensed reports on all games of Toronto team. Account placed by MacLaren Adv., Toronto.

RAYTHEON Mfg. Co., Newton, Mass., now sponsors Chet Gaylord show on WCOP Boston, Tuesday and Thursday 6:15-6:30 p.m.

DRUG TRADING Co., Toronto (chain stores), Sept. 3 starts thrice-weekly quarter-hour transcribed musical programs on CKEY Toronto. Account placed by J. J. Gibbons Ltd., Toronto.

KELLOGG Co. of Canada, London, Ont. (Pep), Aug. 6 started ten weekly transcribed spots on a number of Canadian stations. Agency is J. Walter Thompson Co., Toronto.

MALTBY Bros., Toronto (Tarnoff), has started spot announcements five weekly on CKEY Toronto. Account placed by Harry E. Foster Agencies, Toronto.

ZONITE PRODUCTS Corp., St. Therese, Que. (Forhan's toothpaste), Sept. 3 starts five weekly quarter-hour transcribed musical programs on CKEY Toronto. Agency is Cockfield Brown & Co., Montreal.

UNITED FRUIT Co., San Francisco, Aug. 15 starts daily spots five days weekly on Canadian stations. Account placed by BBDO San Francisco.

LOOK WHAT THE CAT BROUGHT IN: IT'S MOUSIE (KY.)

Take it out, Pussy—WAVE's after bigger game! We'll leave Mousie to the 50,000-watters which can't help covering the hills and hollows (and which can't help *charging* accordingly, either!) Us, we're fully content with our circle of listeners in the *Louisville Trading Area*—where people spend more money than is spent in all the rest of Kentucky combined! Louisville (not Mousie) is the sort of quarry that's *worth* bagging. Shall we bag it up for you?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

Letter to the Editor

Editor, BROADCASTING:

I think it would be very useful to broadcasters using the standard AM spectrum if receiving set manufacturers could be induced to adopt a standard convention for marking this band on their dials.

At present artistry and novelty seem to be the guiding standards used in calibrating a dial. Thus a frequency of 900 kcs may be represented as 9. or 9.0 or .9 and part of the dial may be marked in 20 kc divisions with numbered divisions every 200 kcs and another part in 10 kc divisions with numbered divisions every 100 kcs. Between numbered divisions one may find emphasized divisions of 50 kcs or 100 kcs.

It was a great advantage when we got away from a dial simply marked from 1 to 100 which the listener had to translate into a code or log kept by the set. In those days listening was an art for the few. When headphones and the early rf receivers went out of vogue we acquired a dial graduated in frequencies, and that dial of ten years ago was far better than today's as far as the standard band is concerned. It delineated the spectrum in 10 kc divisions numbered every 100 kcs across the band and 1500 kcs was represented as 1500, not as so many megacycles or hundreds of kilocycles or other departure . . .

Manufacturers will protest that the short-wave bands must be marked in mcs. That is quite reasonable but it is no argument for confusing the standard band listeners who constitute the great mass of the radio public . . .

The average listener with a dial marked 9. then a few graduations then 11, has to find a station advertised as 920 kcs by the "hunt" system. Can't we get away from this confusion?

/s/ CAPT. B. H. BEDFORD,
(CKNX Wingham, Ontario)
Canadian Army Overseas
July 12.

Don Milton

DON MILTON, featured on American's *Chicago Varieties* and the *Don Milton Program of Songs*, died July 18 in Detroit. He made his radio debut some years ago as Dan Reid in the *Lone Ranger* originating from Detroit.

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

"Hearing Myself As Others Hear Me Is Mighty Important"

Jerry Lawrence

"...and a PRESTO Recorder Helps Me Do It!"

"Yes, Sir, I frequently run off a recording of my voice on a PRESTO recorder," says Jerry Lawrence, popular announcer and director of the AIR THEATRE program at WMCA. "Then, by playing it back, I am able to keep tab on my technique—to find out if any change in delivery might improve it. Accurate reproduction is of course essential, and that's why I prefer a PRESTO recorder . . . it always produces cuts of good fidelity and clarity."

Many of America's major broadcasting companies rely on PRESTO sound recording and transcription equipment to keep their stations operating at peak efficiency. In schools and colleges, and in the training of sales, industrial and military personnel, you'll find PRESTO equipment widely used to give dramatic significance to sound, and increase the effectiveness of the spoken word. PRESTO equipment is rugged, dependable and easily operated, because every unit is made in strict accordance with PRESTO'S high standards. Write for complete information.

WORLD'S LARGEST MANUFACTURER

OF INSTANTANEOUS SOUND

RECORDING EQUIPMENT

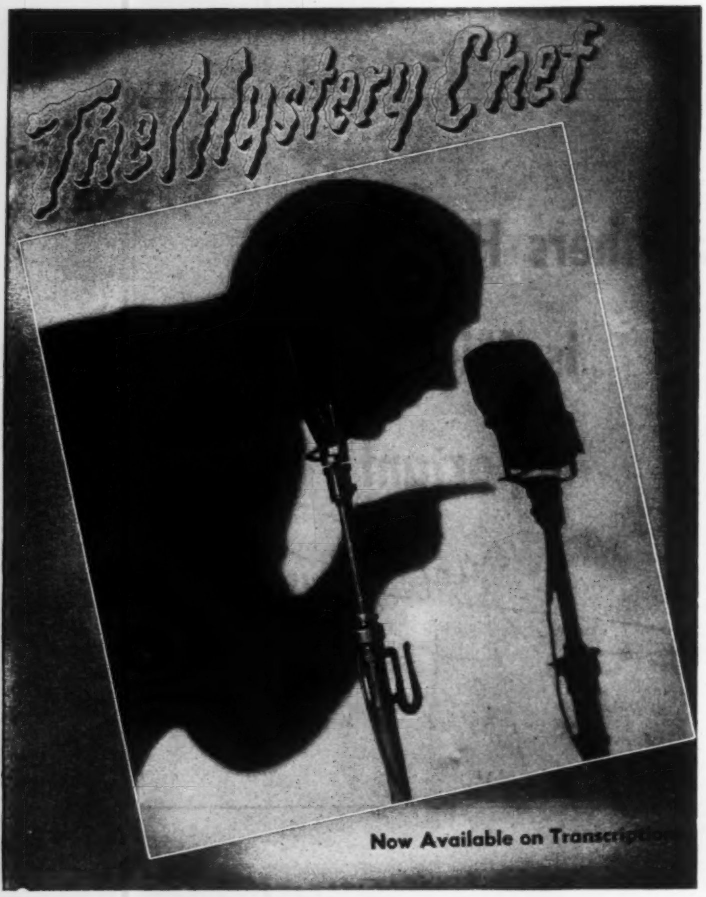
AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada



THE WORLD'S OUTSTANDING COOKING EXPERT!

"A FEATURE WITH THESE FEATURES"

PUBLIC SERVICE!

Today's biggest problem is FOOD, which THE MYSTERY CHEF helps to solve with recipes that require few points and ingredients readily available. Recipes are given in so simple a manner that even a child of 12 can cook like an expert.

MERCHANDISING!

At very low cost sponsor can offer MYSTERY CHEF Recipes. 1000 people a day calling for recipes at the John Shillito Co., Cincinnati's largest Department Store. 4500 a day at retail outlets of Van de Kamp's Holland Dutch Bakers, Seattle.

SUCCESS!

15 years on the Networks.

POPULARITY!

7 million American homes use MYSTERY CHEF recipes by their personal requests.

ONE OF RADIO'S BEST SALESMEN—THE MYSTERY CHEF CAN DO A LONG WEARING JOB FOR JUST ABOUT ANY PRODUCT USED IN THE HOME—*3 to 5 transcribed quarter hours per week now available. Write or wire*

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue . . . NEW YORK CITY

PROGRAMS

FOUR stations of Louisville, WAVE WHAS WGRC WINN, cooperatively have been chief promoters and originators of an eight week educational campaign "Louisville and the United Nations", to acquaint local people with their Allies. Under direction of Natalie Potter, WAVE announcer and women's commentator, project embraced the press, schools, stores, civic and women's clubs, churches, public libraries, art galleries, the U. of Louisville and Bowman Field Army Air Base. Stations arranged special programming.

BBC Revision

NOW that the war in Europe is finished BBC has revised its broadcasts beamed to Germany and is sending programs designed to bring German listeners up to date on news events missed during their long news blackout. Included are reports of cultural and scientific developments which have taken place outside Germany during the war years.

Free Tickets

QUARTER-hour MBS program "Postcard Serenade", Sun., 6:45-7 p.m., featuring Judy Lang, pianist and singer, invites listeners to send in postcards telling in 20 words or less who is their favorite movie star. Best postcards win free movie tickets.

Industry Part

STORY of private business is being told French-Canadian listeners in weekly "Workers of Industry" on CKAC Montreal. Series depicts Montreal's growth, part played by private industry and postwar future of industry in Canada's largest city.

Law Discussed

CONSIDERING such problems as divorce, alimony, custody of children, adoption, etc., "The Lawyer Speaks" has started on WINX Washington as Sunday half-hour series with District practitioners participating in round table discussions.

War Trials

STORY of the trials of war criminals in Europe will be told in a series of dramatic enactments on "The War Crime Trials" on WNEW New York. Sunday 2:45-3 p.m. Series will give accounts of the trials of such persons as Lord Haw-Haw, Rudolph Hess, Herman Goering, etc.

Old Records

PHONOGRAPH RECORDS made by noted vaudeville performers form the basis of a new Sunday series, "Vaudeville Isn't Dead", on WNEW New York. Joe Franklin, m.c., gives data on the lives and times of the stars.

Preview Showcase

PREVIEWING low-budgeted programs for sponsor consideration, American has started a daily morning quarter-hour series "The American Showcase" on Pacific Coast stations.

Chamber on WDRC

SPECIAL events department of WDRC Hartford, Conn., has arranged with the Hartford Chamber of Commerce for presentation of six weekly programs to outline problems facing city.

Navy Interviews

NAVY program of interviews and music from Treasure Island, San Francisco Bay Navy base, has started on KGO San Francisco ship store employes.

GI Poetry

USING poetry composed by men and women in service, Cpl. Charles Woods conducts new program "A Soldier Dreams" on WWSW Pittsburgh.

WMRN Drama Group

AMATEUR dramatic group organized by WMRN Marion, O., is preparing a series of half-hour plays for air presentation.

NETWORK ACCOUNTS

New Business

RENSIE WATCH Co., New York, Sept. 17 starts Dave Elman's Auction Gallery on 69 MBS stations, Mon. 10-10:30 p.m. Agency: Weiss & Geller, N. Y.

CAMPANA SALES Co., Batavia, Ill., Oct. 6 starts Grand Hotel on 127 CBS stations Sat. 1:30-2 p.m. Agency: Wallace-Ferry-Hanley Co., Chicago.

Renewal Accounts

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), July 30 renews for 52 weeks Vox Pop on 127 CBS stations Mon. 8-8:30 p.m. Agency: McCann-Erickson. N. Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont. (1847 silverware) renews Sept. 2 Ozzie and Harriett on 26 CBC Trans-Canada stations, Sun. 6-6:30 p. m. Agency: Young & Rubicam, Toronto.

TUCKETT Ltd., Hamilton, Ont. (Buckingham cigarettes), Sept. 12 renews Curtain Time on 29 CBC Trans-Canada stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.

YORK KNITTING MILLS, Toronto, renews Nov. 4 Singing Stars of Tomorrow on 25 CBC Trans-Canada stations, Sun. 5:30-6 p. m. Agency: Cockfield Brown & Co., Toronto.

It brings RESULTS!

A cold wind may increase the sale of fur coats, but WLAW increases sales records for hundreds of products all year round.

WLAW
LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 KC.

Covering New England's 3rd LARGEST CONCENTRATED AUDIENCE

NATIONAL REPRESENTATIVES:
WEED & CO.

FRED ALLEN* *Says:* "DuMONT TELEVISION IS RIGHT UP ALLEN'S ALLEY"

And right up *your* alley, you'll agree, if you are thrilled with the prospect of having a master salesman stage a million parlor demonstrations of your product or service *simultaneously!*

Tomorrow's marketing potentials, skyrocketed by the prospect of television time, promise to outsoar all prewar forecasts. Station WABD has pioneered the commercial pattern of this mighty medium...now shares its experience with hundreds of advertisers, pretesting ideas, types of programs and commercial techniques for peacetime suitability and effectiveness.

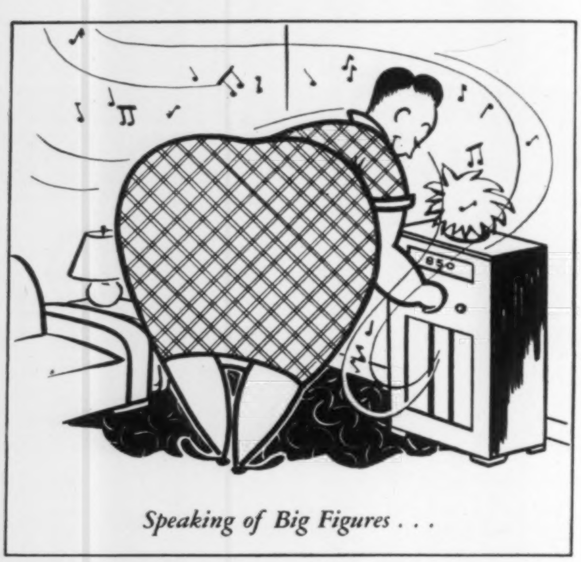
Gain "telesales" skill while costs are penny ante. Consult your advertising agency. Visit Station WABD...write our Sales Manager for appointment.

ALLEN B. DuMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY. TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N. Y.

*Star of United Artists' Release "It's in the Bag."

Copyright 1945, Allen B. DuMont Laboratories, Inc.

DuMONT
TELEVISION
STATION WABD



Speaking of Big Figures . . .

IN Cleveland...based on actual audience figures for the entire week, Monday thru Sunday, WJW delivers more daytime listeners per dollar, more selling impacts for every dollar invested...23% to 37% more...than any other Cleveland station.

BASIC
Blue Network
CLEVELAND, O.

WJW 850

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

STATION
WILM
Basic mutual outlet for Wilmington, Del.
Announces the appointment of
JOSEPH HERSHEY McGILLVRA, Inc.
As its exclusive National Representative

New York, 17
366 Madison Avenue
MUrray Hill 2-8755

San Francisco, 4
68 Post Street
Sutter 6706

Chicago, 1
35 East Wacker Drive
State 5282

Los Angeles, 14
403 West Eighth Street
Vandyke 9348

PROMOTION

MUTUAL, American Safety Razor Co. and RKO Radio Pictures are cooperating in a joint plan to promote the "Adventures of the Falcon", sponsored by the razor company on Mutual, and the forthcoming RKO picture "The Falcon in San Francisco". MBS affiliate stations and RKO exhibitors will be urged to work together in promoting the radio series and picture with $500 War Bonds awarded station and theater doing best job. Trade paper editors have been asked to judge contest, which concludes Dec. 31.

Bakery Posters

DUGAN Bakery, New York, participating sponsor of "Living Should Be Fun" six-weekly, 1:45-2:10 p.m. on WHN New York, is distributing a poster announcing free nutrition classes to more than 5,000 stores in the metropolitan area. Classes are conducted and broadcast from the Sun Room of the Hotel Edison for the summer.

American Release

AMERICAN BROADCASTING Co. cooperative program department is mailing out weekly bulletins on the program "Headline Edition", broadcast five-weekly, 7 p.m. Single-page release lists famous persons heard on "Headline Edition" during preceding week and gives advance program information.

Tele Refresher

BOOKLET descriptive of "Camera Techniques" and "Floor Manager's Signals", has been devised by Worthington Minor, manager of CBS television, as a technical refresher for WCBW New York staff personnel. Use of studio cameras is described. Illustrations show correct television cues.

Dealer Reminder

MORE than 1,250 jewelry establishments in the WHN New York area received a letter from the Waltham Watch Co., New York, reminding jewelers Waltham is sponsoring time signals on WHN to help maintain the Waltham name during the war.

WSSV Promotion

POSTCARDS picturing station building and carrying "wish you were here" type of message are being distributed by WSSV Petersburg, Va. Station also on afternoon "Request Club" is offering membership cards and giving away young bird dog to writer of best letter.

Program Placards

PLACARDS with enlarged photograph of serviceman's honorable discharge button, coupled with announcement of new returning veterans program on KARM Fresno, Cal., are currently displayed in store windows in that city.

Farm Promotion

FARM department of WMT Cedar Rapids, Ia., is promoted in a booklet sent to agencies telling the story of the department, its dairy heifer contest, "Sunrise Hour" program and Andy Wollfris' work as farm service director.

NBC Texts

NBC has distributed to editors and educators texts of its Saturday evening "University of the Air" broadcasts made in cooperation with the State Dept. preceding and during the San Francisco Conference.

G-E Postcards

STAMPED POSTAL cards which promote "G.E. House Party" on CBS stations, are distributed to studio audience of 400 persons daily for mailing to out-of-town friends.

Griffith Tabloid

HOMER GRIFFITH Co., Hollywood, station representative, has started issuing a monthly four-page tabloid, The Western Eleven, which contains information and news on firm's list of stations.

Music Competition

WITH PHOTOGRAPHS and biographical data, CKCK Regina, Sask., has issued a folder telling about the 45 young Saskatchewan people who competed for six cash scholarships in CKCK's first annual scholarship broadcast series. Conceived as a practical means of local talent discovery, project was widely supported. Contestants were heard in series of 16 half-hour broadcasts.

Prospects

WOL Washington has prepared reprint of articles by Frank Waldrop, columnist, on postwar prospects for the Nation's Capital. Folder is accompanied by brochure on recent appointments to the staff of the Cowles Washington outlet.

FM Report

PROGRESS report of WELD Columbus, O., on five years of pioneer FM broadcasting in Ohio has been prepared by the affiliate station of WBNS Columbus. Commentary on operations and history with illustrations of facilities and activities is presented in magazine form.

WISN Tie-Up

WALL POSTERS promoting WISN Milwaukee program are being displayed by Independent Packing House Super Markets and program schedules of all WISN programs are offered to store customers in tie-up plan of station and grocery chain.

Philco Reprint

REPRINT of article in Electronic Industries, June issue, on television relay network of Philco Corp., Philadelphia, has been issued by the firm. Details of Washington-Philadelphia net are presented.

On Mutual Series

MUTUAL Network's veteran rehabilitation series, "Return to Duty", is to be featured in a 14-page picture and copy layout in Aug. 12 issue of "This Week", national syndicated Sunday newspaper supplement.

Sales Pointers

BROCHURE giving pointers on store layout and merchandising for the electrical appliance dealer, has been prepared by The Crosley Sales Promotion Institute, service of the Crosley Corp.

WCAU News

TO PROVE that "there's no slackening of the news as far as WCAU" Philadelphia is concerned, station has issued mailing piece highlighting newsroom operations.

Promotion Personnel

CORTLAND J. LANGLEY, formerly general manager of B. H. Grant, national research organization, has been named manager of research of WOR New York succeeding **RAY LYON**. Mr. Langely also was associated with the late Charles M. Schwab as confidential agent.

ON VACATION: CHARLES E. (NED) MIDGLEY Jr., CBS sales service manager, on Lake George, N. Y., to Aug. 20. **OSCAR KATZ**, assistant director of CBS research department, has been promoted to associate director.

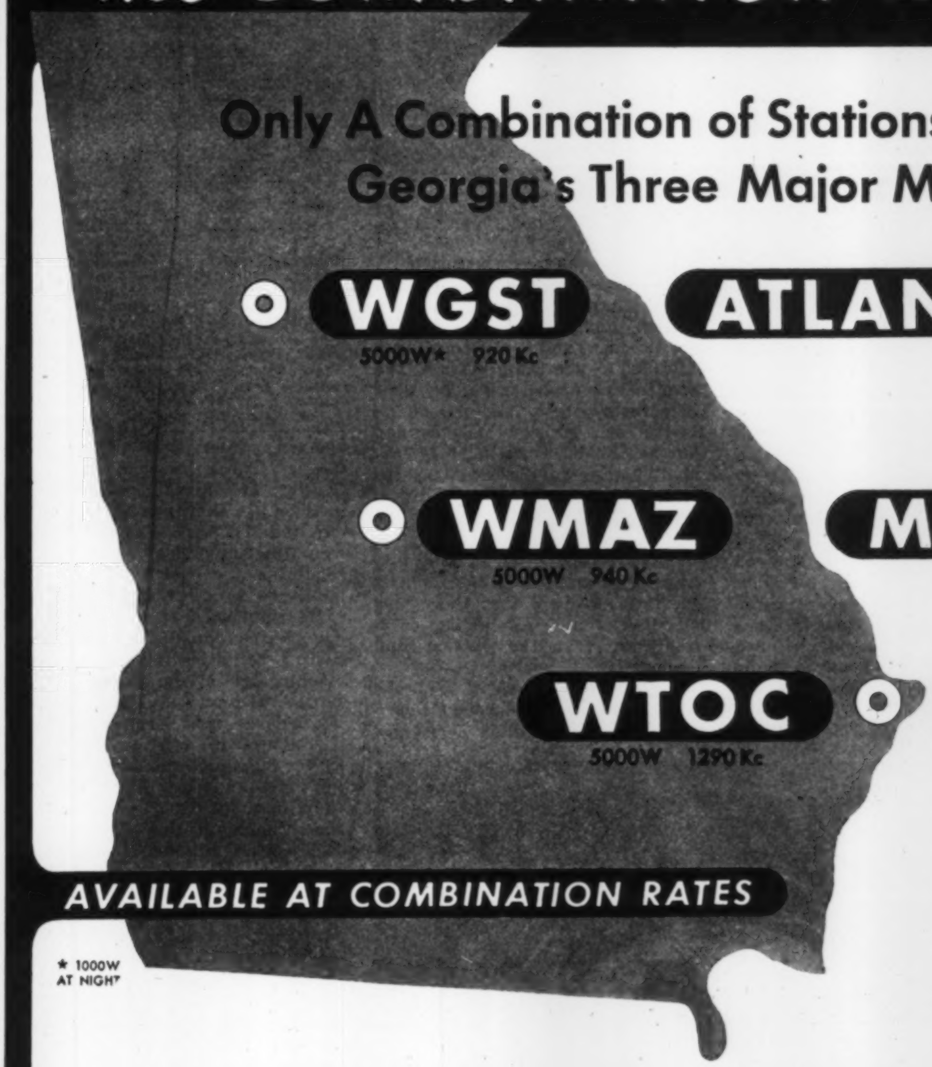
LT. WALTER BISHOP, WRVA Richmond, Va., public relations director on leave with the Navy, is father of a boy.

WILLIAM GEARY, formerly of Franklin Industrial Adv., has joined American Hollywood sales promotion staff as research assistant to **JACK O'MARA**, western division sales promotion manager. He replaces **LEO TYSON** who recently resigned to form his own talent-management agency.

WJJD Doll

BLUE-EYED baby doll upon whose diaper are listed facts about WJJD Chicago is being distributed by station. In shuffle of the day should the baby lose the diaper, that's all right too, for across its bottom is printed "For full coverage use the new WJJD".

The COMBINATION *to* GEORGIA



Only A Combination of Stations Can Cover Georgia's Three Major Markets

WGST — **ATLANTA**
5000W★ 920 Kc

WMAZ — **MACON**
5000W 940 Kc

WTOC — **SAVANNAH**
5000W 1290 Kc

All CBS

AVAILABLE AT COMBINATION RATES

★ 1000W AT NIGHT

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

—AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

THE CROSLEY CORP. SEGREGATION OF OPERATING RESULTS BETWEEN MANUFACTURING AND BROADCASTING—THREE YEARS ENDED DEC. 31, 1944, COMPILED BY CROSLEY CORP.

	YEAR 1944			YEAR 1943			YEAR 1942		
	Total	Mfg.	Brdcstg.	Total	Mfg.	Brdcstg.	Total	Mfg.	Brdcstg.
Net Sales	....	....	4,219,604	....	....	4,042,035	....	....	....
Fees from General Services	....	....	224,463	....	....	153,961	....	....	....
Total Net Sales	98,168,438	93,724,371	4,444,067	80,447,763	76,251,767	4,195,996	41,499,777	37,852,687	3,647,090
Cost, expenses, etc.	82,954,166	80,116,988	2,837,178	68,317,041	65,850,989	2,466,052	35,983,515	33,724,576	2,258,939
Net Profit before taxes and contingencies	15,214,272	13,607,383	1,606,889	12,130,722	10,400,778	1,729,944	5,516,262	4,128,111	1,388,151
Federal Income and excess profits taxes	10,914,730	9,761,948	1,152,782	8,436,562	7,233,473	1,203,089	3,710,800	2,776,980	933,820
Net Profit before contingencies	4,299,542	3,845,435	454,107	3,694,160	3,167,305	526,855	1,805,462	1,351,131	454,331
Provision for Contingencies	1,000,000	1,000,000	....	1,000,000	1,000,000	....	....	....	....
Net Profit	3,299,542	2,845,435	454,107	2,694,160	2,167,305	526,855	1,805,462	1,351,131	454,331

Crosley

(*Continued from page 15*)

the proposed transfer of WINS to Crosley as he would "any other commitment on the books."

Mr. Emanuel said that it was his conception of public interest that a job should be done which would best serve every man, woman and child in America. Asked by Commissioner Denny if he thought one of the primary functions of broadcasting was the sale of products, he responded: "If good programs are sponsored, certainly radio can sell products.

"I spent a lot of time in England," he added. "Nobody listened to the BBC. They listened to Radio Luxembourg or to French commercial stations."

He joined Mr. Babcock in saying that it was Avco's intention to retain James D. Shouse, vice president in charge of the broadcasting division, and Robert E. Dunville, vice president and general manager of WLW, as operating heads of the broadcasting properties and to continue their policies and personnel. Earlier Mr. Crosley had testified that he had left increasing operational details to these two executives, stressing their capabilities.

Mr. Dunville, appearing in the absence of Mr. Shouse who is ill, explained WLW programming policies. In response to a question by Mr. Durr, he said that there was no "best time" for airing local programs, that the station had listeners at all hours.

Avco proposes, Mr. Babcock said, to have a nine-member Board governing the Crosley Corp.—six members from Avco, three from Crosley. The latter would be Powel Crosley, Jr., R. C. Cosgrove, vice president in charge of manufacturing, and Mr. Shouse. Lewis Crosley would become a vice-president, surrendering the executive vice-presidency to Avco's William E. Wise.

Broadcast Revenues, Broadcast Expenses, and Broadcast Income for Station WLW, Cincinnati, 1941-1944, Compiled by FCC from Financial Statements on File.

Year	Broadcast Revenues	Broadcast Expenses	Broadcast Income
1944	$3,887,967	$2,587,627	$1,300,340
1943	3,671,477	2,202,300	1,469,177
1942	3,338,157	1,996,102	1,342,055
1941	3,139,100	1,605,545	1,533,555

He acknowledged that he would head up merchandising and broadcasting activities for Avco. Cross-examined closely by Commissioners Porter, Denny and Durr, he said he believed that programs based on education, religion and controversial issues should be sustaining. He, and Mr. Emanuel, said they intended to examine closely the Communications Act, FCC Rules & Regulations and the NAB Code.

Others from Avco who testified were: Raymond S. Pruitt, vice-president, secretary, general counsel and director; Walter A. Mogensen, Maj. Benjamin H. Mann, George E. Allen, H. D. Wilson, Floyd B. Dean, Mr. Wise, Carleton E. Higbie, Thomas A. O'Hara, Col. Arthur W. Herrington, Chester C. Darling and L. Irwin Hartmeyer.

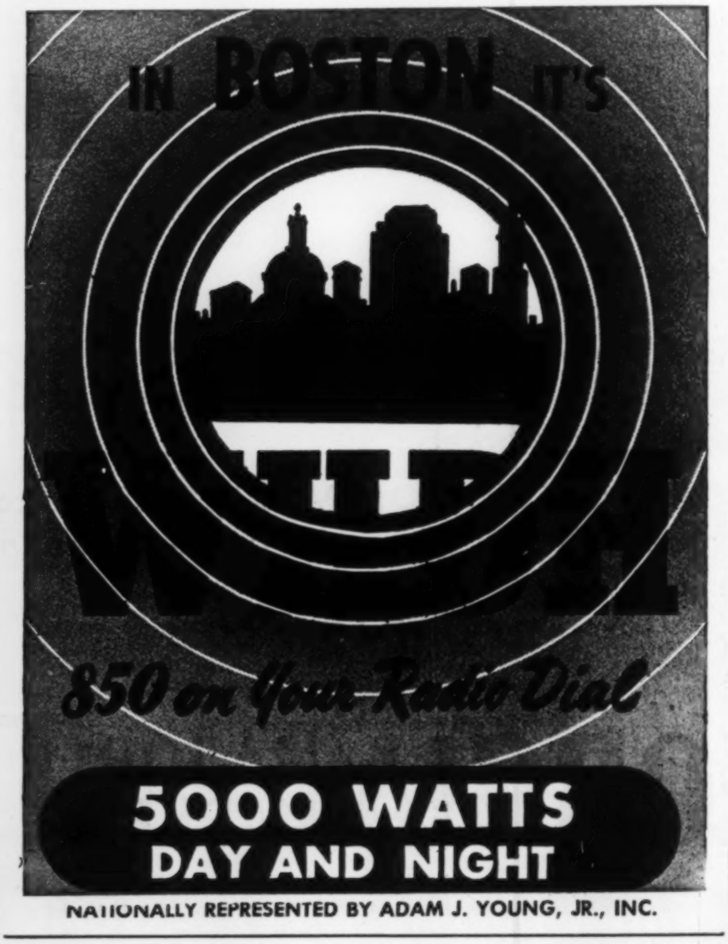
Testifying for Crosley Corp., in addition to Powel Crosley and Mr. Dunville, were: E. J. Ellig, assistant secretary and assistant treasurer; R. J. Rockwell, director of

(*Continued on page 76*)

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
K
C
W
B
K
S
H
THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co



5000 WATTS DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

WSLB
(Mutual)
Ogdensburg, N. Y.

Is Typical
YOKEL
250 Watts
AND ALL THAT
But no
CORN POPPER

RCA—All the way
Full UP wire (5 years)
Ministers' Assoc. (5 years)
Rural Reporter (5 years)
(67 women correspondents)
Local Editor (newspaper refugee)

WSLB
IS
COUNTRY—BUT GOOD
(The Walker Co. Representatives)

REPRINT

FROM THE JULY 20, 1945
EDITORIAL PAGE OF
THE ST. LOUIS POST-DISPATCH

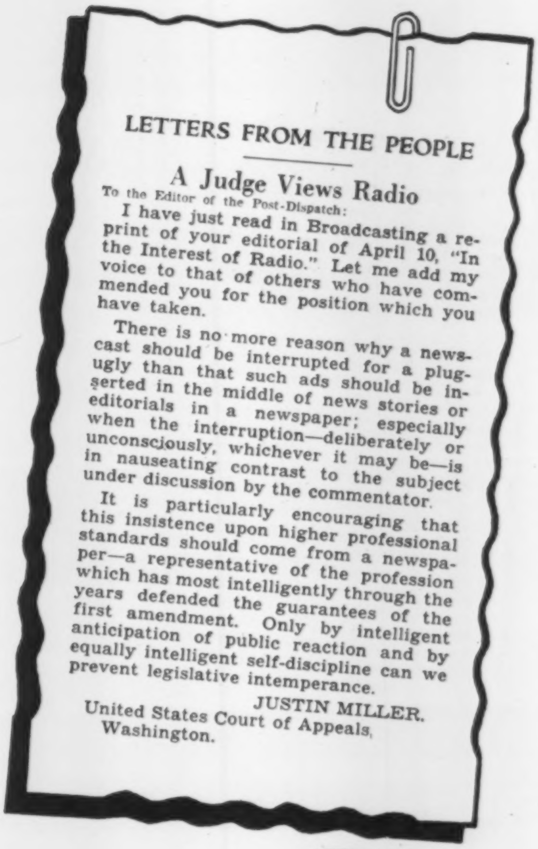
Wise Move by Broadcasters

Radio listeners who have suffered annoyance from plug-uglies in newscasts may now take new hope from the announcement that Justin Miller has been appointed president of the National Association of Broadcasters. For Justice Miller, who is resigning from the District of Columbia Court of Appeals to take this job, is in open sympathy with the Post-Dispatch's campaign against the plug-ugly nuisance. In a letter printed on this page April 20, he said:

> There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption—deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator.

"I see in broadcasting," says Justice Miller in his acceptance, ". . . . a vital organ for carrying forward our traditional American policy of free speech and for protecting and strengthening our system of free enterprise." In that same vein, too, ended his letter to the Post-Dispatch: "Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance." Appointing a man of such beliefs to such a position implies that radio station operators are resolved to remove the abuses that have got into radio.

The NAB deserves thanks from lovers of free speech for entering this seeming commitment to rid radio of evils which could only provoke "legislative intemperance" in the end. May the broadcasters' progress to that end now be at a good pace. Let us hope, too, that the lesson will not be lost on the big networks, which still lag far behind many of their member stations in matters of good taste and good sense.



LETTERS FROM THE PEOPLE

A Judge Views Radio

To the Editor of the Post-Dispatch:

I have just read in Broadcasting a reprint of your editorial of April 10, "In the Interest of Radio." Let me add my voice to that of others who have commended you for the position which you have taken.

There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption—deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator.

It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper—a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance.

JUSTIN MILLER.
United States Court of Appeals,
Washington.

Above Is Judge Miller's Letter to Which the Editorial Refers.

This reprint on the subject of Radio's "Plug-Uglies" is presented herewith for the attention of all who may be interested in the subject of news broadcasting and the refinement of radio.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

WHBQ

Your MUTUAL Friend

E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

ALWAYS

Winner when it comes to Promotion and Service. Wire from Billboard says:

"ANNUAL RADIO STATION SURVEY PLACED WHBQ'S OVER-ALL JOB SECOND AMONG LOCAL NETWORK AFFILIATES STOP IT WAS ONLY STATION IN MEMPHIS RATED."

Wire or Call
WHBQ or Rambeau

Represented by RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK.

Crosley

(Continued from page 74)

engineering, broadcasting division, and Mr. Cosgrove.

Appearing as witnesses for the FCC were Clure H. Owen, assistant chief, broadcast section, Engineering Dept. and James O. Weldon of OWI, who testified regarding Crosley's shortwave properties.

Attorney for Crosley Corp. was Duke M. Patrick of Hogan & Hartson, Washington; for Avco: H. Preston Coursen of Pruitt, Hale & Coursen, New York.

FCC was represented by Mr. Marks, General Counsel Rosel H. Hyde and Assistant General Counsel Vernon L. Wilkinson.

Crosley Profits

Net profit from broadcasting division of Crosley, as disclosed by company exhibit: In 1944—$454,107; 1943—$526,855; 1942—$454,331. Total net sales were: 1944—$4,444,067; 1943—$4,195,996; 1942—$3,647,090. FCC figures, based on financial statements filed by WLW and affecting only WLW showed broadcast revenue as follows: 1944—$3,887,967; 1943—$3,671,477; 1942—$3,338,157; 1941—$3,139,100.

Physical assets of Crosley broadcast division (including international shortwave, television and WLW) estimated at $1,242,663 present value; replacement value, $2,023,748.

EXHIBIT A in the Crosley-Avco proceedings—WLW's coverage contour—is being examined by Robert E. Dunville (l), Crosley vice-president and WLW general manager, and R. J. Rockwell, director of engineering, broadcast division.

Crosley Oorp. plans to spend $1,300,000 for television stations in Cincinnati, Columbus and Dayton and $835,000 for new FM outlets in Washington as well as the three Ohio cities. (Avco will carry out Crosley plans in this direction).

The 500-kw transmitter of WLW (believed to have been in psychological warfare operations overseas) still lies idle at the Mason, O., transmitter site, with a current estimated value of $200,000 and a replacement value estimated at $500,000. (OWI more than two years ago reported the 500-kw transmitter had been requisitioned and was being used in psychological warfare against the Nazis.)

Ex-Servicemen Named By Don Lee in Expansion

DON LEE Broadcasting System, Hollywood, has appointed Ted Olewine, former Marine Corps lieutenant, as liaison officer coordinating sales with transcription and production activities. Jimmy Thomas, former production manager of WJBO Baton Rouge, La., following Army discharge, has joined network's writer-producer staff and is assigned to handle contact production on Michael Shayne series.

Blanche Foreman, formerly of KPAS Pasadena, Cal., and Faye Oliviera, of Don Lee script department, have been named network traffic assistants. Sylvia Townrich becomes secretary to Walter Johnson, program director, with Gloria Zilz taking over her former duties as production secretary.

FCC Is Challenged On WOV Findings

CHALLENGING the FCC's interpretation of the Communications Act, Philip J. Hennessey Jr., of Segal, Smith & Hennessey, counsel for Murray and Meyer Mester, called upon the Commission to vacate its proposed denial of the transfer of control of WOV New York by Arde Bulova and Lt. Col. Harry D. Henshel to the Mester brothers.

Mr. Hennessey called the Commission's proposed findings a "thoroughly improper proceeding" and charged that bits of testimony were "torn from their context" in attempt to show that Murray Mester testified falsely with reference to difficulties with the Federal Trade Commission. The Commission, counsel alleged, "ignored the 10 preceding pages of testimony in which Murray Mester told of five separate cases".

Contentions Denied

Categorically, he denied the Commissions contentions and challenged its conclusions that the Mester brothers "lack even that sense of responsibility toward the public expected in ordinary business dealings".

Charles B. McGroddy Jr., counsel for Richard E. O'Dea, minority stockholder of WOV and intervenor, supported the Commission's proposed findings, asserting "a very valuable instrument such as broadcasting should not be placed in the hands of these people." Mr. McGroddy charged that Mr. O'Dea holds an option to buy WOV. A suit by Mr. O'Dea is pending in New York court.

Sanford H. Cohen, appearing for Messrs. Bulova and Henshel, waived oral argument. Rosel H. Hyde, FCC general counsel, appeared for the Commission.

The FCC immediately went into executive session to consider the case, but it was reported a decision will not be handed down immediately. Present were Chairman Paul A. Porter and Commissioners C. F. Durr, Paul A. Walker, E. K. Jett and Ray C. Wakefield.

Under the duopoly regulation Mr. Bulova must divest himself of control of WOV or WNEW New York, of which he is principal owner.

IT'S THE LITTLE THINGS THAT COUNT!

• Do business with a station that offers local services as well as the best in entertainment! WJHP is first in the hearts of Jaxons because . . . it's

THE FRIENDLIEST SPOT...

• When there's a big fire, a hurricane, when there's a child lost . . . a dog strayed, WJHP goes out of its way to help. Is it any wonder merchants and timebuyers look to WJHP for the best coverage and friendliest listening public? It IS the little things that count!

MUTUAL AFFILIATE

WJHP

JOHN H. PERRY ASSOCIATE

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

European

(Continued from page 17)

and conference between leaders of American broadcasting and key figures in the European area. Conferences are being arranged beforehand.

At first hand, the group will see how radio is being employed in the rehabilitation of the German people; in morale and education of American troops; in handling the problems incident to military government and social and economic rehabilitation.

Postwar communications problems and international radio as well as exchange of programs between European countries and the United States will be covered. The tentative itinerary also calls for observation of the work of USO units, including top-rated American performers now in the theater. Such groups as *Information Please*, Bob Hope, *Amos and Andy*, Jack Benny and Ed Gardner will be touring the theater.

To Study BBC

Studies of the operations of BBC as well as the wartime systems in the occupied countries also are being arranged.

Picking up the group in England will be Maj. Robert Pollock, Chief of the Radio Branch of U. S. Forces, European theater (successor to SHAEF); Maj. Ted Steele, former vice-president of Benton and Bowles in charge of west coast radio; Lt. Col. Howard Nusbaum, formerly of NBC and Lt. Col. Barney Oldfield, formerly identified with Omaha radio. The latter two are now in Berlin.

Tentatively, the itinerary provides for departure from Washington any time between Aug. 11 and Aug. 15 with the return Sept. 1 to Sept. 7. Five days will be spent in London. The group will then fly over the invasion coast and across to Paris, remaining in the French capital for another five days. Redeployment operations outside of Paris, where the gigantic task of moving American troops to the Pacific theater is carried on, are to be inspected.

Then the group will visit Luxembourg, and its powerful station now operated by Lt. Col. Samuel R. Rosenbaum, formerly president of WFIL, Eisenhower headquarters at Frankfort, Berchtesgaden and finally Berlin.

Side trips to Vienna and Rome also may be made, with Moscow and certain Scandinavian points not definitely precluded. If these latter arrangements are consummated, the trip may take another week.

President Truman, it is understood, felt the trip desirable from the broadcasters' standpoint and suggested that Mr. Reinsch go as the White House representative.

President's Letter to 'Broadcasting' To Be Keynote of Jaycee Radio Week

PRESIDENT Truman's letter to BROADCASTING [July 9 issue] will provide the theme for observance of Radio Week Aug. 26-Sept. 1 by Junior Chamber of Commerce in the United States. Event will mark the 25th year of Jaycee and broadcasting, according to Henry Kearns, Jaycee president, announcing joint "silver anniversary of two great and vital forces in the community".

Junior Chambers will invite network and station spokesmen to participate in local programs during Jaycee Radio Week. Where Jaycee local groups operate in towns without radio stations the observance will be based on the listener angle.

Winfield Weitzell, Jaycee vice-president in charge of public relations, and Willard Egolf, NAB director of public relations, are cooperating in the anniversary.

Recommendation is made by Jaycee to locals that President Truman's portrait be featured at all celebrations. Under the portrait it is proposed that this statement appear: Radio—"Must Be Maintained as Free as the Press."

A special issue of the NAB bulletin was sent to members last week, with full information on the joint anniversary.

In referring to the project J. Harold Ryan, interim NAB president, said, "Broadcasters will report on their guardianship of this vital guarantee of the Constitution (freedom of speech) and make plans with the young men of America for the preservation of our heritage as free people."

AFRA Contract Signed By Six Chicago Stations

NEW CONTRACT between AFRA and 6 Chicago independent stations has been signed, with contract dated as of July 20. Stations involved were WIND WJJD WAIT WAAF WGES WSBC. Settlement was amicable, with new agreement calling for a base rate of pay for staff announcers of $63.50 per week.

There now is a form pending before the regional War Labor Board calling for a 10% increase in talent fees and the new contract allows an additional 5%. The new contract will also have to be submitted to WLB on form 10, which is a joint petition for acceptance. If allowed, contract will be retroactive to April 1, 1945.

Nielsen Talks in L.A.

A. C. NIELSEN, head of A. C. Nielsen Co., Chicago market researchers, will discuss "New Facts About Radio", before the Los Angeles Advertising Club luncheon meeting on July 31. Tracy Moore, West Coast sales manager of WLW Cincinnati, is to preside as chairman of the day.

KFMB
Sells
SAN DIEGO

CONCRETE AND STEEL

Permanent stuff . . . that's what we're built of in San Diego . . . that great, busy exclusive market of 373,500 civilians who make up our metropolitan area . . . within 15 miles of our antenna. They're easy to reach . . . ONLY if you approach them from within! KFMB can do it for you!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

Meet Max Karl

DIRECTOR OF PUBLIC SERVICE PROGRAMS

Max Karl, who is recognized as one of the midwest's best qualified and able radio men, is a veteran of over ten years of experience in all phases of broadcasting. He is a graduate of Macalester College in St. Paul and of Presbyterian Theological Seminary in Chicago. He has served as district information executive for the Office of Price Administration and brings to his new post a wide knowledge of the interests of John Q. Public.

Now WTCN offers its audience a new high in social and educational programs of vital significance under the personal supervision of Max Karl.

Another PLUS feature in the long list of public services WTCN presents in 65 *different* programs daily!

The Great Minnesota (and Wisconsin) audience demands, deserves and GETS the best in radio!

WTCN
MINNEAPOLIS • ST. PAUL, MINNESOTA
AMERICAN
Broadcasting Company

FREE & PETERS NATIONAL REPRESENTATIVES

Shake hands with **WFPG**
ATLANTIC CITY, N. J.

EDDIE KOHN, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seaboard Area.

For further details on WFPG—write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write
JOHN LAUX, Managing Director
"THE FRIENDLY GROUP", STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY
STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

THE FRIENDLY GROUP

Miss Muriel Wageman
Sorenson Company
New York, N. Y.

Dear Muriel:

You know that's one of the things I like about this outfit! . . . The West Virginia Network I mean! . . . WCHS here in Charleston, WSAZ in Huntington, WPAR in Parkersburg, and WBLK in Clarksburg. It's a friendly sort of outfit. We all grow along together, and if we've got the stuff, we grow up! Now you take me, for example . . . I'm a pretty old duck, and maybe you think I ought to have a bigger job, but I've got a pretty big job! Takes about 40 people to run this WCHS outfit all day long, but at night—there's just me! So the boss knows I don't want a different job . . . but those other folks . . . well, today for example Bert Sonis went to WSAZ as Program Director. Bert started here as an announcer two years ago. See what I mean? We've got an outfit that goes places, and the employes do, too.

Yrs.,
Algy

WCHS
Charleston, W. Va.

RADIO SCORES BEAT ON BRITISH VOTE

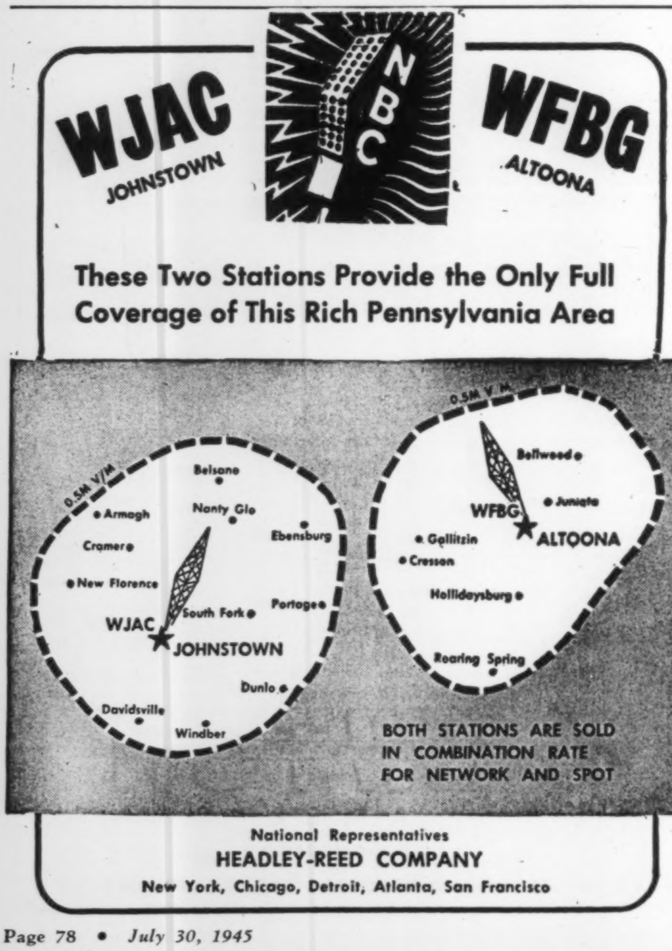
BY PICKING up London direct through shortwave, radio apparently scored a newsbeat on American press associations on the British election story last week.

Both CBS and NBC were on the air at 8 a.m. July 26 with latest vote tabulations. CBS claims to have broadcast the conclusive figures almost 30 minutes ahead of their transmission by the wire services. New York newspapers, CBS said, called the "Listening Post" for last minute totals which had not then come over the wires.

All networks used a number of shortwave broadcasts direct from London, giving news bulletins and British reaction to the Churchill government's defeat. The pickups continued at intervals throughout the broadcasting day.

Wanamaker News

JOHN WANAMAKER, New York, (department store) on July 30 starts sponsorship of two five-minute newscasts, 8-8:05 a.m., and 12-12:05 noon, five days a week, and one quarter-hour news show *World News Review*, 9-9:15 p.m., five times weekly on WQXR New York. Contract for 52 weeks was placed direct. Department store was the first sponsor on the station ten years ago with an hour-long recorded symphony program when the call letters were W-2XR.



These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

Capt. Butcher Resigns Post At CBS to Write War Book

WITH FORMAL announcement last week of resignation of Capt. Harry C. Butcher as vice-president of CBS, disclosure was made of his release from active Naval duty and his plan to write a two-volume diary tentatively titled *Three Years With Eisenhower*. The book will be published about Christmas and will be based on Capt. Butcher's diary as Naval Aide to Gen. Eisenhower [CLOSED CIRCUIT, July 23].

Paul W. Kesten, CBS executive vice-president, said Capt. Butcher will act as consultant to CBS on public relations under an interim arrangement. The resignation was prompted, CBS announced, by Capt. Butcher's commitment to write the book.

Capt. Butcher told BROADCASTING he had not decided on his plans following completion of the book. Now on terminal leave, he said he might return to active duty for a short period.

Washington Vice-President

Capt. Butcher joined CBS in 1930 as director of WJSV (now WTOP). In 1934 he was elected Washington vice-president. He went on leave June 1, 1942 to join the Navy and became assistant to Rear Adm. Joseph Redman, Director of Naval Communications. Within a month he was assigned by Adm. Ernest J. King as naval aide to Gen. Eisenhower, whom he had known 20 years. He remained with the Supreme Commander until the German surrender. He represented the Supreme Command at the surrender of the Italian Fleet in 1943 and was present at Reims when the German High Command surrendered.

Diary on which the book is based comprises over a million words, all reproduced on microfilm. Capt. Butcher said the book "should carry the reader with me as I saw Gen. Eisenhower with his great Allied teams, develop from a relatively unknown American staff officer into one of the world's greatest figures." To be written in the first person, the book will tell behind-the-scenes activities, including the Big Three meetings. In book circles, it was thought the volume would be a best seller.

Capt. Butcher has borrowed Gladys Hall, his secretary for 10 years, to assist in preparation of the book. Miss Hall was secretary to Earl C. Gammons, CBS Washington director who succeeded Capt. Butcher.

Westinghouse Expansion Is to Exceed 11 Million

WESTINGHOUSE has completed plans for an $11,500,000 expansion program that will increase prewar production of electric appliances and manufacture of new products by over 50%. Program will go into operation at Mansfield, O., and East Springfield, Mass. Sales are expected to be increased more than $100,000,000 yearly.

A. W. Robertson, chairman, predicted last week that the strides made in wartime manufacturing, especially in adapting materials in a more economical way, will offset the higher costs of materials and labor expected. Mr. Robertson added that the program would mean an increase in employes at both plants.

KFI-UCLA Workshop

VITALLY interested in every phase of radio, some 27 persons have banded together as a Radio Workshop, and under joint sponsorship of KFI Los Angeles and U. of California at Los Angeles, meet twice weekly to discuss story and production ideas which are integrated into a full quarter-hour program on that station every six weeks. Nucleus of the group consists of former NBC-UCLA Radio Institute members who feel that there should be an advanced "institute" to go on where the network-university project left off. Don McNamara and Bob Purcell, KFI program manager and special events director, respectively, supervise the project.

Soap Time Switch

COLGATE - PALMOLIVE - PEET Co., Jersey City, maker of Super Suds, is switching its Sunday broadcast on CBS from 8-8:30 p.m. to 7:30-8 p.m. on the same 141 CBS stations. Move, effective Aug. 5, will change the CBS sustainer, *That's My Pop*, to the 8-8:30 spot. Agency is William Esty & Co., N. Y.

Chilton Leaves WCAU

RUTH CHILTON, WCAU Philadelphia commentator and former president of the Assn. of Women Directors of the NAB, is leaving the station Aug. 31. Her plans are undecided. Miss Chilton was at WSYR Syracuse before going to WCAU.

DOING A
DOUBLE
JOB
IN THE MAGIC
VALLEY
c.
KTFI

TWIN FALLS · IDAHO

XUM

FIRST station man to be awarded a Nieman Fellowship for working journalists at Harvard is Richard Stockwell (right), associate news editor of WCCO Minneapolis. A. C. Joscelyn, WCCO general manager, congratulates him. Leigh White, CBS, was a former Nieman choice. Mr. Stockwell will study economics at Harvard. He recently was awarded an M. A. in economics from Minnesota U.

War Ad Council Assigned Ten Officers to Push Army Themes

AN EXPANDED sponsorship program designed to enlist maximum advertising support for urgent home front information campaigns for the duration of the war was announced last week by the War Advertising Council, following a three-day meeting with the War Dept. and the OWI. Ten Army officers will be assigned to the Council, to work with its regional sponsorship chairmen in key cities throughout the country.

Helped WAC Recruiting

The Army officers will concern themselves primarily with the nine Army campaigns currently on the Council's docket: The Job Ahead-Japan; Security of War Information; U. S. Infantry; V-Mail; Christmas Packages for Men Overseas; WAC Recruitment; Honorable Discharge Emblem; Veterans' Readjustment; Veterans' Assets. In addition to the officers, the Council's sponsorship staff has been augmented by three full-time media men whose services are donated by their organizations: Gerry Martin of NBC, F. M. Legler of Macfadden Publications, J. A. Smith of the *New Yorker*.

Program of Army-Council cooperation grew out of the plan developed a year ago when the War Dept. created a Sponsored Advertising Section to enlist support of the WAC recruitment campaign, with officers assigned to cooperate with the Council's sponsorship committees. The joint effort produced more than $13,000,000 worth of advertising for the WAC during the past 11 months, a total second only to the contribution in support of War Bond drives.

In approving the new setup the War Dept. said: "The War Advertising Council has long been an active, strong and dependable ally of the War Dept. The saving in time, personnel and money due to the cooperation of this splendid organization can never be truly measured. . . .

"Last year, American business contributed more than $300,000,000 in sponsored advertising to 62 homefront campaigns. Approximately 25% of those were Army programs. Currently 34% are Army programs, eleven in number. The tremendous scope of this sponsorship activity is obvious from these facts alone. . . .

"We wish to assure the Council of our appreciation of their past assistance, and express our confidence in the success of our future joint activities."

BMB

(*Continued from page 16*)

changed needs and unarticulated aspirations of a new society and its own responsibilities?

"Commercial radio will survive only if the natural and necessary incentive of profit is subordinated to the public interest as a criterion of policy."

In a concluding remark, "Radio has done splendid things, but more in the manner of a high-spirited, resourceful playboy than of a responsible adult."

What effect Mr. Siepmann's findings may have on the growing FCC inclination to toy with station program matters is unpredictable. Obviously, Mr. Siepmann is an alert, able and persuasive man. He is remembered by former BBC associates as a brilliant writer and executive. He seems to like American programs. But he appears to feel that he would like them better without sponsors.

Apparently, this is Mr. Siepmann's first job experience in connection with commercial radio. His record reveals only that he has been employed by government-subsidized forms of the art—the BBC and America's wartime international broadcasting.

B FOR BATH-HOUSE
Arden Is Ardent Devotee Of BMB Facilities

THE B(roadcast) M(anagers') B(ath-house) operated by Hugh Feltis in the Marguery black won a new devotee last week in Arden X. Pangborn, general manager of KGW Portland.

Mr. Pangborn was being escorted through New York offices of BMB (betimes known as Broadcast Measurement Bureau) by Mr. Feltis and, as others before him, was impressed by the fact that nearly every office had an adjoining private bath. (The research rendezvous was once an apartment.)

In the course of the tour Mr. Pangborn disappeared. Awakening to this fact some 20 minutes later, Mr. Feltis organized a posse. The fugitive was found in one of the elaborate tiled enclosures—taking a bath.

WHTB Talladega, Ala., recently completed station operating with 250 w on 1230 kc. has joined Mutual as that network's 272nd station.

AP

KSLM, Salem, Oregon

". . . I want to congratulate PA for a fine radio news job, which is getting better all the time. We particularly like your Oregon regional service."

Glenn McCormick
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

NORTH
EAST
WEST
SOUTH
NOW ON

The Texas Rangers
SELL
MANY PRODUCTS FOR
MANY ADVERTISERS

WOL
Washington
(Participating sponsors)

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Audience! NOT power
People Don't Listen to power
PEOPLE LISTEN TO
Programs

THE HOOPER SURVEY* *gives an Overall of* 66% *of the* AUDIENCE *to Carolina's Regional Network*

The Tobacco Network, inc.

"A PACKAGE WITH A PUNCH"!

★ ONE CLEARANCE ★ ONE BILL ★ ONE SCRIPT ★ ONE CONTACT

THE TOBACCO NETWORK, INC.
Eugene P. Weil, Commercial Manager
Box 1988 Raleigh, N. C.

Represented by
THE WALKER Company

* Midsummer, 1944

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

HORACE N. STOVIN
AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

THERE'S ONLY 1 EMPIRE STATE BUILDING *but* WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer— Loew's Affiliate

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Sen. Wheeler's Son Becomes Broadcaster With KFPY Sale

JOHN L. WHEELER, Los Angeles attorney and son of Chairman Burton K. Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, became a practical broadcaster when the FCC last week granted consent to voluntary transfer of control of Symons Broadcasting Co., licensee of KFPY Spokane, to Mr. Wheeler, E. B. Craney and the Queen City Broadcasting Co., licensee of KIRO Seattle. Consideration was $348,497 for 99.8% of the outstanding capital stock.

In other actions M. S. Wilder acquired control of WKNE Keane, N. H.; the Evening News Publishing Co., Brooklyn, was granted control of WBYN Brooklyn, and Gordon Gray was restored to control of WSJS Winston-Salem, N. C., following his Army discharge.

KID Assignment

Application for consent to voluntary assignment of license of KID Idaho Falls, from KID Broadcasting Corp. to Idaho Radio Corp. was designated for hearing. Involuntary assignment of license of WDGY Minneapolis from Dr. George W. Young, deceased, to his widow, Mae C. Young, executrix of the estate, was granted.

In the KFPY Spokane transfer Mrs. Frances R. Symons, widow of Thomas W. Symons Jr., former partner of Mr. Craney, sold 166 1/6 shares to Mr. Craney; trustees of the estate, including Mrs. Symons, Mr. Craney and the Spokane & Western Branch, Seattle First National Bank, sold a like amount to Mr. Wheeler, and Arthur L. Bright, former vice-president and general manager of KFPY, transferred his 166 2/3 shares to the Queen City Broadcasting Co., headed by Saul Haas, prominent broadcaster, Democratic leader and Collector of Customs of the Port of Seattle.

Mrs. Symons is half-owner of KXL Portland, Ore., with Mr. Craney, who also owns half interest. Mr. Craney operates KGIR Butte and the Z-Bar Network. He served as technical adviser to Sen. Wheeler during a 30-day Senatorial inspection of communications in Europe in May and June and frequently has advised him on radio legislation.

In the WKNE transaction, Mr. Wilder, father of Col. Harry S. Wilder, principal owner of WSYR Syracuse, surrendered 205 shares of preferred stock and received 190 shares of unissued voting common stock, paying $2,525 to WKNE Corp., transferor.

Transfer of 71.25% of the outstanding common stock and 52.6% of the outstanding preferred stock from Rae Kronenberg, executrix of the estate of Aaron Kronenberg; Salvatore D'Angelo, Peter Testan and Millie Testan, to the Evening News Publishing Co. in the WBYN case was for $204,647.

The Winston-Salem transaction involved relinquishment of control of Piedmont Publishing Co., licensee of WSJS, by surrender by preferred stockholders of each share of present 5% cumulative preferred stock in exchange for one of the new 5% cumulative preferred stock, five shares of the new 3% noncumulative second preferred stock and $6.66 2/3 per share in cash ($60,300) which is a dividend on the old preferred stock. Mr. Gray owns 99.8% of the outstanding common stock.

Press Wireless Loses

PRESS WIRELESS, New York, was denied a petition for dismissal of an FCC order that the communications company show cause why its rates should not be lowered. The company will be permitted to file a motion for an extension of time to answer the order. Petition for dismissal, according to Press Wireless, was based on three main arguments: (1) the order did not give Press Wireless the required 30-day reply period, (2) order was not clear enough to permit Press Wireless to prepare a reply, and, (3) the order was inopportune. Simultaneous with announcement of the filing of the dismissal motion, Press Wireless announced rate reductions in radiotelegraph service between New York and Bern, Switzerland, effective Aug. 1.

NBC-Columbia Add Five Courses to Curriculum

FIVE NEW radio courses have been added to the 1945-46 schedule of courses offered by Columbia U. in cooperation with NBC. Full credit will be counted toward college degrees.

Courses are: news broadcasting, taught by Adolph Schneider, NBC news editor and acting manager of operations for news and special events; theory and practice of news and special events, given by William F. Brooks, director of news and special events, NBC; home economics broadcasting, taught by Jane Tiffany Wagner, NBC's director of home economics; radio publicity and promotion, conducted by Sydney H. Eiges, manager of the NBC press department, and Charles P. Hammond, director of NBC advertising and promotion; techniques and special problems of acting in radio, which will be taught by an instructor as yet unnamed.

Network Scooter

MOTOR SCOOTER for traffic between scattered American network departments in and around Hollywood radio row, has solved problem of inter-office communication. Scooter carries signs exploiting American network shows.

ENGINEERS INSPECT CAPITOL FOR RADIO

TO PROVIDE Congress with estimates on the cost of installing facilities to permit broadcasting of debates and hearings, as proposed in the Pepper-Coffee bill (SJ Res-55, HJ Res-89), a group of engineers representing the four major networks inspected the Senate and House chambers and various committee rooms last week.

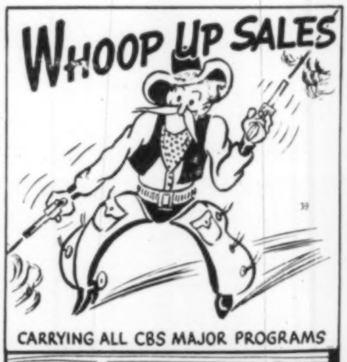
Dr. George B. Galloway, staff director of the Joint Committee on the Reorganization of Congress, who arranged the tour and escorted the group through the Capitol, told BROADCASTING the engineers expect to have estimates ready in a few weeks which he will present when Congress reconvenes in the fall after its summer recess. In the meantime, improved acoustics will be provided as part of the remodelling of the Congressional chambers.

Some Interested

Dr. Galloway explained that some members of the Committee are interested in exploring the possibilities of broadcasting legislative activities in connection with efforts to improve public understanding and appreciation of Congress. These members point out that the executive departments of the Government maintain publicity bureaus to inform the public of their operations while the legislative branch is without comparable facilities.

He said that considerable interest in the proposal has been shown by the AFL, CIO, the Union for Democratic Action and farmers' organizations. Recommendations of the Committee will doubtless be given great weight when the Pepper-Coffee proposal is considered.

Members of the group were Chester A. Rackey, Audio and Video Facilities Engineer, and Robert Terrell, Engineering Dept., NBC; John D. Colvin, Engineering Dept., American Broadcasting Co.; Howard A. Chinn, Chief Audio Engineer, CBS; Henry H. Lyon, Chief Engineer, WOL Washington; and Clyde Hunt, Chief Engineer, and Harold Reed, Assistant Chief Engineer, WTOP Washington.



WHOOP UP SALES

CARRYING ALL CBS MAJOR PROGRAMS

KGVO

MISSOULA • MONTANA

ON THE WAR FRONT

C-B-I Now Getting Programs From AFN's London Studios

BECAUSE reception from Europe is superior to that from the U. S., the China-Burma-India region is now being serviced with programs of the American Forces Network London studios. These programs supplement those provided by Armed Forces Radio Service, shortwaved from San Francisco and sent by transcription to the CBI stations. Bombay has reported that news originating from there has circled the globe and returned via AFN in less than two hours. Among announcers in ETO whose voices are beamed to the Far East are Sgt. Ford Kennedy, of WCCO Minneapolis, and Pfc. Sloan Finley, of WMC Memphis.

* * *

AFRS Sportscaster Awarded

IN RECOGNITION of achievement in world-wide broadcasts of sports events to servicemen overseas, Helms Athletic Foundation, Los Angeles, presented awards to Sgt. William W. Brundige, and Armed Forces Radio Service, Los Angeles, on July 19. Sgt. Brundige currently is sportscaster for AFRS shortwave transmitters, San Francisco, and prior to entering service was similarly assigned at KWID WDOD WAVE KQW. Col. Thomas H. A. Lewis, Commandant of AFRS, received plaque on behalf of that group.

* * *

Simmons at Crowder

PVT. DAVID N. SIMMONS, former KPO San Francisco salesman and radio writer, producer and announcer, has been assigned to similar work at Camp Crowder, Mo., with the Information & Education Division, Army Service Forces.

* * *

Erwin Promoted

CAPT. WILLIAM ERWIN, recently assigned to AAF Office of Radio Production, Washington headquarters, and ex-writer for the NBC *Chase & Sanborn Show*, has been promoted to that rank.

THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET!

KMA

AMERICAN BROADCASTING CO.

152 COUNTIES AROUND
SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

COMBAT missions with wire recorder brought Air Medal to T/Sgt. Hal Brown, overseas announcer for Gen. H. H. Arnold's *Fighting AAF* on American, Sun., 8:30-9 p.m. Sgt. Brown, former announcer of KERN Bakersfield, Cal., describes flights in B-29's, with stories flown or short-waved for program.

Bombardment Described

NORMAN PAIGE, American net correspondent, stood on the flagbridge of one of the ships in Adm. Halsey's Third Fleet when it bombarded Tokyo, and described the action over the American net July 17. A few seconds before the broadcast was over, concussion knocked the ship's transmitter off the air. Lt. Comdr. Don Thompson, radio public relations officer at Guam, said that the broadcast was on the air a few minutes after the first shot. It is the first time the Navy has lifted radio silence in such a way during actual operations.

* * *

Fishell Joins AFRS

CAPT. RICHARD FISHELL, USMCR, recreational officer of 2nd Marine Air Wing on Peleliu, has reported to Armed Forces Radio Service, Los Angeles, shortwave section. Before service he was special events director of WMCA and WHN sportscaster, New York.

* * *

Dunstedter Retired

LT. COL. EDDIE DUNSTEDTER, nationally known orchestra leader, who has been with the AAF for 37 months, has been retired from active duty.

* * *

Menken in N. Y.

PVT. LARRY MENKEN, former CBS producer-director-writer, is now attached to the Army Service Forces Radio Production Unit, N. Y.

* * *

Air Force Day

"AIR FORCE Day" will be celebrated on coast-to-coast radio programs Aug. 1. This 38th anniversary will be saluted on several net shows, including the nine net programs of the AAF Office of Radio Production. Arrangements are also being made for broadcast of the official Air Power League banquet in New York.

Pratt Is Elected Chairman of RTPB

HARADEN PRATT, vice-president and chief engineer of American Cable & Radio Corp., associate of IT&T, last Thursday was elected chairman of Radio Technical Planning Board, created in 1943 to chart technically the future of radio and related communications services. He succeeds Dr. W. R. G. Baker, vice-president, General Electric Co., chairman since RTPB's creation.

Mr. Pratt

Howard Frazier, director of engineering of NAB and chairman of the standard broadcasting panel, was elected vice-president.

Will Baltin, of Television Broadcasters Assn., was elected secretary, replacing Bond Geddes, executive vice-president of the Radio Manufacturers Assn.

Election of Mr. Pratt, who had served as senior vice-chairman, was no surprise since he was runner-up in the original election. RTPB is expected to concentrate on frequency planning for the spectrum below 25,000 kc, covering international broadcasting as well as the standard broadcast band.

The FCC has not yet evolved its final allocations in this range. Extension of the standard broadcast band to include an additional frequency of 540 kc is proposed by the FCC, whereas an RTPB committee originally had recommended the addition also of the 530 and 520 kc frequencies.

Mr. Pratt, past president of the Institute of Radio Engineers and 1944 winner of the IRE medal of honor, is one of the country's best known radio engineers. In addition to his American Cable post, he is vice-president and chief engineer of Federal Telephone & Radio Corp., Mackay, and Commercial Cable, all associates of IT&T. RTPB is a non-profit group, sponsored by IRE, RMA, NAB, and a number of trade organizations and groups in allied fields.

GE Plans for U. S.

GENERAL ELECTRIC'S president, Charles E. Wilson, announced last week a plan for electrifying farms and industry throughout the U. S. Close cooperation between electric power companies, machinery manufacturers and electrical equipment manufacturers is essential, he said. Outline of the plan and findings of GE research programs have been presented to business leaders.

U.P.

THE MARK OF ACCURACY,
SPEED AND INDEPENDENCE IN
WORLD WIDE NEWS COVERAGE

UNITED PRESS

IN PHILADELPHIA
1ST. IN SPORTS
10,000 WATTS
DAY & NIGHT
WIBG
SELLS! SELLS! SELLS!

WFMJ
SELLS
The Rich Mahoning Valley

Ohio's Third Market at less cost—affiliate of the American Network.

Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
MUTUAL
Petersburg, Virginia

AP

KRLD, Dallas, Texas

". . . You have perfected AP to an all-time high in radio news services."

Clyde Rembert
Managing Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Olive Kackley

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

In the UTAH Market

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative JOHN BLAIR & CO.

KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

ACTIONS OF THE FCC

JULY 20 TO JULY 27 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

JULY 24

KID Idaho Falls, Ida.—Designated for hearing application for vol. assgn. license from KID Broadcasting Co. to Idaho Radio Corp.

WKNE Keene, N. H.—Granted acquisition control by M. S. Wilder by issuance 190 sh voting stock to transferee and payment of $2,525 cash for surrender to licensee of 205 sh preferred stock by transferee.

KFPY Spokane, Wash.—Granted vol. transfer control from Frances R. Symons, Arthur L. Bright, and Frances R. Symons, E. B. Craney and Spokane & Eastern Branch of Seattle First National Bank, trustees under will of Thomas W. Symons Jr., to E. B. Craney, Queen City Broadcasting Co. and John L. Wheeler by transfer 99.8% outstanding capital stock for $348,497.

WDGY Minneapolis—Granted involuntary assgn. license from Dr. George W. Young, deceased, to Mae C. Young, executrix of estate.

WBYN Brooklyn—Granted acquisition of control by transfer 71.25% outstanding common stock and 52.6% outstanding preferred stock from Rae Kronenberg, individually as well as executrix under will of Aaron Kronenberg, deceased, Salvatore D'Angelo, Peter Testan and Millie Testan to The Evening News Pub. Co. for $204,647.

WSJS Winston-Salem, N. C.—Granted relinquishment control by surrender by preferred stockholders of each share present 5% cumulative preferred stock in exchange for one of new 5% cumulative preferred stock, five shares of new 3% cumulative preferred stock and $6.66-2/3 per share cash ($60,300; dividend upon old preferred stock). Action restores control to Gordon Gray who owns 99.8% of outstanding common stock.

NEW-1230 kc The Voice of Marion, Marion, Ind.—Adopted order designating for hearing application for CP new standard station 250 w unl.

LICENSES of following stations extended on temp. basis only pending receipt and/or determination license renewal applications, in no event later than 10-1-45: KELD KENO KFPW KFRU KFVS KGFL KGKL KIUM KIUP KLUF KOKO KONO KORN KRE KRKO KRLC KTEM KTNM KTOK KTSW KTTS KTUC KVFD KVGB KVRS KWLK KWON KWYO WABY WAGF WARM WATL WATW WBLK WBNY WBTH WBTM WCBM WCNC WCOS WDAS (and aux.) WDEF WDWS WELL WELO WEOA WEST WFOR WGBR WGIL WGRC WHBQ WHDF WHLB WHOT WHUB WHYN WINC WJAC WJXN WJZM WKMO WKPT WKWK WLLH WMBR WMFD WMGA WMIN WMSL WORD WPAY WRAK WRDO WRJN WRLD WRRN WSAM WSAU WSLB WSRR WTCM WJHO WJLB WJLD.

LICENSES for following stations further extended on temp. basis only pending determination license renewal applications, in no event later than 10-1-45: KDAL KELO KFJB KFYO KGFW KHMO KHUB KMYR KOCA KOME KPDN KPFA KRMD KWFC WAIR WBIR WBRW WCBI WCLS WDAK WEBR (and aux.) WFIG WGAU WGH WGRM WHAT WIBG WINK WINN WIZE WJBC WJBY WJMC WJPR WKEY WLAK WLAV WLBJ WMFF WNBH WNEW (and aux.) WOLS WOV (and aux.) WPAT WROX WSAY WSBC WSTV WTAL WTEL WTOL WWPG.

WAML Laurel, Miss.—Granted license renewal for period ending 2-1-47.

WOWO Ft. Wayne, Ind.—Granted liecense renewal for period ending 5-1-48.

LICENSES for following hf stations further extended on temp. basis only pending determination license renewal application, in no event later than 10-1-45, subject to changes which may result from proceedings in Docket 6651: WABC-FM WBBM-FM WGFM WDLM WPEN-FM WCAU-FM WBZA-FM WBZ-FM KDKA-FM.

KFSD San Diego, Cal.—Adopted memorandum opinion and order granting conditionally application for CP install new transmitter.

ACTIONS ON MOTIONS

JULY 25

New Iberia Broadcasting Co., New Iberia, La.—Granted motion to continue hearing on application for CP new station; hearing continued to 8-30-45.

Calumet Broadcasting Corp., Hammond, Ind.—Granted motion for additional time to file exceptions to proposed report re application for CP new station; time extended to 8-15-45.

ADMINISTRATIVE BOARD ACTIONS

JULY 23

Georgia-Alabama Broadcasting Corp., Columbus, Ga.—Placed in pending file application for CP new FM station.

Pensacola Broadcasting Co., Pensacola. Fla.—Same.

Unity Corp., Springfield, O.—Same.

WIBM Jackson, Mich.—Same.

Raytheon Mfg. Co., Chicago—Same.

Utah Broadcasting Co., Salt Lake City—Placed in pending file application for CP new commercial TV station.

Tentative Calendar . . .

AUGUST 2

The Crosley Corp., Cincinnati—Oral argument before Commission re transfer control to The Aviation Corp.

Applications . . .

JULY 20

NEW-44.3 mc Johnston Broadcasting Co., Birmingham, Ala.—CP new FM station, 18,500 sq. mi., $58,500 estimated cost.

1150 kc KSAL Salina, Kan.—Relinquishment control by R. J. Laubengayer thru sale 150 sh (37.5%) common stock to Hutchinson Pub. Co.

JULY 24

NEW-66-72 mc National Broadcasting Co., Washington—CP new commercial TV station, amended to request Channel 4.

NEW-82-88 mc Blue Network Co., New York—CP new commercial TV station amended to change name of applicant to American Broadcasting Co. and request Channel 6.

1340 kc WRAW Reading, Pa.—Transfer control from Raymond A. Gaul and Harold O. Landis to WGAL Inc. and Keystone Broadcasting Corp.

NEW-66-72 mc National Broadcasting Co., Cleveland—CP new commercial TV station amended to request Channel 4.

NEW-76-82 mc WBRE Wilkes-Barre, Pa.—CP new commercial TV station. Channel 5, ESR 706.

590 kc KTBC Austin, Tex.—CP increase 250 w N 1 kw D to 1 kw N 5 kw D, install new trans. DA-N, move trans.

NEW-66-72 mc National Broadcasting Co., Chicago—CP new commercial TV station amended to request Channel 4.

NEW-82-88 mc Blue Network Co., Chicago—CP new commercial TV station amended to change name of applicant to American Broadcasting Co. and to request Channel 6.

NEW-66-72 mc National Broadcasting Co., Los Angeles—CP new commercial TV station amended to request Channel 4.

NEW-82-88 mc Blue Network Co., Los Angeles—CP new commercial TV station amended to change name of applicant to American Broadcasting Co. and to request Channel 6.

JULY 26

NEW-47.1 mc KYSM Mankato, Minn.—CP new FM station, 9,660 sq. mi., $50,360 estimated cost.

NEW-44.9 mc KFXM San Bernadino, Cal.—CP new FM station, 13,000 sq. mi., $17,500 estimated cost.

Music Corp. Depts.

MUSIC CORPORATION of America has created two new departments: television and transcription, Herb Rosenthal, radio director announced. Television department will be headed by Roger Carlin, formerly with the OWI. Transcription department which will package commercials and jingles, will be directed by Ted Greene, formerly freelance producer.

WLB Holds State Law Subordinate

DECISION of its Atlanta regional board directing continuation of a closed shop agreement between WFTL Miami (now WGBS) and the IBEW was upheld last week by the National War Labor Board despite adoption of an amendment to the Florida constitution guaranteeing the "right to work".

Denying petitions filed by the Fort Industry Co., owner of the station, and the Attorney General of Florida for review of the regional board's directive in view of the amendment, NWLB held that under the Constitution U. S. laws are supreme to state laws.

Signed by Old Owner

In the WFTL case, Ralph A. Horton, while awaiting FCC approval of his sale of the station to the present owners, voluntarily signed a closed shop agreement with IBEW in November 1943 which the new owner refused to recognize. The dispute was certified to the regional board which held in an interim order of Oct. 11, 1944 that the Horton contract was not binding and directed further negotiations.

Agreement was reached on all issues except union security and on March 13 last the regional board directed continuation of the closed shop agreement as a fair and equitable settlement after a public hearing in which the Florida Attorney General as well as the immediate parties were heard. "It is a policy of the WLB," the Board explained, "not to weaken the form of union security which a union has been able to obtain voluntarily."

The hearing panel, headed by Judge Fabisinki, found that the new owners had no objection, in principle, to the closed shop but that it withdrew its acquiescence because of the passage of the "right to work" amendment, fearing it might be violating the state constitution. Judge Fabisinki, in his report, said that as a Florida public official he would not be a party to a violation of its constitution and that he did not consider the Board thought itself immune.

"It is simply," he declared, "that the prosecution of the war comes first, and even if the effect on the war effort of a particular unit of industry is remote and indirect, having assumed jurisdiction, the WLB must inevitably apply its policies, rather than state laws, to the solution of labor problems."

The amendment to the Florida constitution, passed last November, provides that "the right of persons to work shall not be denied or abridged on account of membership or non-membership in any labor union or labor organization; provided, that this clause shall not be construed to deny or abridge the right of employees by and through a labor organization or labor union to bargain collectively with their employer."

XUM

Radio Men Prepare for Rio Conference

Delegates to Consider Extending Havana Convention

By JACK LEVY

THE EXODUS to Rio de Janeiro for the Third Inter-American Radio Conference to begin Sept. 3 will get under way this week, it was learned Friday.

While the list of official delegates for the U. S. Government will not be released by the State Dept. until next week, it is understood the following are certain to attend:

Commissioner Ewell K. Jett, FCC.
Rosel H. Hyde, general counsel, FCC.
Marion H. Woodward, chief, International Division, FCC.
Harvey B. Otterman, assistant chief, Telecommunications Division, State Dept.
Lt. Col. A. G. Simson, War Dept.
Col. Theodore L. Bartlett, War Dept.
Comdr. P. D. Miles, Navy Dept.
Capt. Charles H. Horn, Navy Dept.
Commodore E. M. Webster, Navy Dept. (Coast Guard), chairman, Interdepartmental Radio Advisory Committee.
L. H. Simson, Civil Aeronautics Adm.
Dr. Loring B. Andrews, assistant director, Radio Division, Office of Inter American Affairs.
Dr. J. H. Dellinger, chief, Radio Section, Bureau of Standards.

Several members of the delegation who will attend the Conference as observers but who will be permitted to voice their views through the official delegates will leave this week for Rio by boat, but the majority will leave in about a month with the official delegation by special transport planes.

Delegates Empowered

While the Conference will be concerned mostly with drawing up recommendations which Western Hemisphere nations can present at a world conference to be held in 1946, probably in London, it is expected that agreements may be explored on several matters affecting broadcasting in North and South America. These include aircraft frequencies, determination of hemisphere FM and television allocations; standardization of receiver manufacture; possibly questions regarding limitation of power of standard broadcast stations.

The existing 50,000 w limit for clear-channel stations in the United States generally is being observed throughout this hemisphere, but plans for the construction of a 1,000,000 w station in Mexico City by Emilio Azcarraga, owner of XEW and XEQ, has provoked the question of hemispheric interference. Canada, it is understood, has suggested that some limitation be placed on power.

The question of North American broadcast allocations, while not on the official agenda, nevertheless may be discussed informally by delegates from Canada, Mexico, Cuba and the Central American republics with U. S. delegates. The so-called Havana Treaty, which became effective in 1941, has been extended until March 29, 1946. A proposal has been made that it be extended another year without change. With the delegates from the signatory nations present, it logically is thought that the topic will be raised even though no action is possible.

The official delegations of the various countries will be given ample power to act for their respective governments. The State Dept. has designated as delegates "persons officially appointed by various governments with sufficient power to act in their behalf."

However, it is likely that the principal activities of concern to broadcasters will be carried on through informal arrangements between the Latin American countries and representatives of U. S. broadcasters, radio equipment companies, and communication services. Domestic receiver manufacturers, for example, will be anxious to market FM sets in South America but will be able to do so only if the neighbor countries adopt the same frequencies allocated to this service here. The same applies to television receivers. Neither of these services has yet been given spectrum assignments in most of the Latin countries.

Exchange Programs

Developments looking toward exchange programs between neighbor nations and the U. S. may also be expected through *siesta* conversations between industry representatives at Rio. It is understood that serious consideration is being given to broadcasting of major Latin programs through land lines rather than shortwave, with sponsorship by large companies or associations. Plans for sending shortwave programs from the U. S., if and when facilities are returned to commercial operation, will also be discussed. Postwar expansion in trade within the hemisphere will likely be tied in with increased programming to and from the U. S.

Delegates and observers to the Conference will have the opportunity to appraise the contribution to Latin American radio of the Office of Inter-American Affairs as part of its program to further the Good Neighbor policy. They will find surprising familiarity with American programming on the part of the Latins who have been listening religiously to OIAA shortwave and to locally produced OIAA programs and who have come to understand the U. S. better. The vast potentialities for equipment sales will become apparent with the observation that the audience has been developed but that scarcely more than 4,100,000 sets are in circulation, or about one-fifteenth the per capita ownership of the U. S.

Many Stations

They will learn that a surprisingly large number of stations, mostly of low power, are concentrated in small areas, with some cities having as many as 40 stations. They will find the ratio of stations to sets much greater than in the U. S., Latin America having more than 700 stations or an average of one station to every 6,000 sets. The possibilities for high power transmitters will be obvious.

The immediate purpose of the Conference is to extend the Inter-American Radio Communications Convention adopted in Havana Dec. 13, 1937, and revised at the Conference in Santiago, Chile, in January 1940. In the revision of the Agreement signed at these conferences, the Conference will endeavor "to establish the general principles to be observed in the distribution and utilization of radio frequencies, as well as the standards of good engineering practice, especially with reference to the stability of frequencies and width of wave bands."

From the long-range standpoint, the Conference will attempt to harmonize the points of view of the various American countries and to draft proposals on matters which will come before the next world conference. According to testimony last February before the House Committee on Appropriations on the State Dept. budget, an international telecommunications conference is contemplated in London as a result of meetings of the Big Three. This conference, the Committee was told, will be held to discuss wave length allocations and other communication problems which require international agree-

(*Continued on page 85*)

KOIN

Our Thought, Effort and Facilities...
Pledged to Victory!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

SUNDAY SUPERIORITY

The leader in weekday ratings, WWNC also is out in front all day SUNDAY. Of the 64 quarter-hour Sunday periods between 8 am and 12 midnight, WWNC *leads in every one;* has a rating at least *double* that of the second-rating station in 54 periods; has a rating higher than *all other stations combined* for 42 quarter hours.

WWNC CBS **570 KC** Serving Western North Carolina from **ASHEVILLE**
Don S. Elias, Executive Director
Represented by the Katz Agency

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Southern 250 watt station has good steady position for operator with first license. Also, 3rd restricted who can announce. Box 870, BROADCASTING.

Wanted—Experienced announcer speaking Spanish. Unusually good pay, pleasant surroundings, transportation advanced if necessary. Give experience and reference. Box 889, BROADCASTING.

Northeast Texas Blue-Mutual 250 watter needs combination first class engineer-announcer. Pleasant working conditions. Permanent position. Floaters please do not reply. Write complete history and salary requirements first letter. Box 911, BROADCASTING.

Announcer Wanted—Local Michigan (NBC station). Good working conditions, starting salary and opportunity for advancement. Permanent. Give complete details first letter. Box 912, BROADCASTING.

Radio engineering, holder of first class license needed for maintenance and control board work, $40.00 per week, New England Blue outlet, excellent opportunity. Box 913, BROADCASTING.

Wanted—1st class chief engineer; extra earning possibilities up to 100 a week for developing FM and pre-installation. Excellent working conditions, good salary, bonus. Permanent. Box 914, BROADCASTING.

Exceptional opportunity for experienced man to write and conduct high rated musical clock type program. A position with a future. Salary commensurate with experience. Give complete details as to background and salary desired. Because important to find right man starting date can be anytime between now and November. Box 921, BROADCASTING.

Chief engineer—250 watt network station in midwest market of 100,000. Position permanent and offers excellent future for man capable handling program of expansion. State education and experience, past and expected earnings. Box 922, BROADCASTING.

Announcer wanted by southern 50 kw station. Salary and talent. Excellent opportunity for good man. Box 925, BROADCASTING.

Wanted—Ex-serviceman for position as chief engineer for growing southern CBS station. Must have experience, must know radio transmission, have first class ticket. Must have initiative and be willing to assume responsibility and work men. Excellent opportunity for right man. Box 928, BROADCASTING.

First class sports man for 5000 watt midwest CBS station. Box 929, BROADCASTING.

Experienced salesman to invest $5,000 and manage southern local. Box 939, BROADCASTING.

Wanted—Partner with advertising experience for new station in prosperous southern city. Box 940, BROADCASTING.

Wanted at once—Hammond organist and musical director. Must transpose and accompany. Not to exceed 40 hours per week, salary including extras, $70.00 per week, can clear with union. Write full particulars and references first letter. Bob Enoch, KTOK, Oklahoma City, Okla.

Interested in future? Two permanent positions open. First class transmitter engineer, minimum announcing. Also, need announcer who can meet public. Contact KGFW, Kearney, Nebr., immediately.

Transmitter operator with first class license needed immediately. Permanent position, WPAG, Ann Arbor, Michigan.

Centre Broadcasters are looking for a program director for their proposed new station at State College, Pa. Write P. O. Box 191, State College, Pa.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Help Wanted (Cont'd)

Salesman wanted—Station WCOP, Boston's American Network affiliate, has an opening on its sales staff for a radio advertising salesman who has had experience in selling and developing retail accounts. Best man for job should believe in radio as a medium for retailers, should know how to use it and how not to use it, and be able to translate his convictions into constructive selling. For such a man there's true opportunity at this growing Cowles station. Drawing account and commission. Write commercial manager.

Experienced announcers, copy writers, salesmen, wanted for new Mutual Station KALL, 248 South Main Street, Salt Lake City. Must have certificate of availability. Send all details with application.

Wanted—Two versatile announcers for 5000 watt Mutual station. Additional opportunities to develop personal ideas in production, programming, special shows or special events. Veterans given preference. Write or wire station manager, KLO, Ogden, Utah.

Wanted—Transmitter engineer, immediate vacancy for first or second class licensee. NBC outlet, ideal community. Send complete details first letter to Chief Engineer. KTFI, Twin Falls, Idaho.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

Copywriter wanted—Man capable of producing selling spots and continuity. Starting salary $40.00, advancement, permanent position. 1 kw CBS affiliate New England. Full details to Box 950, BROADCASTING.

Announcer wanted—Experienced and capable. Staff job. 40 hour week. Send transcription. Write Bloyce Wright, WKY, Oklahoma City, Oklahoma.

Transmitter engineer—First class license wanted. Permanent position. Salary $50.00. Excellent working and living conditions. 1 kw outlet CBS affiliate. Send details Chief Engineer, WCAX, Burlington, Vermont.

Situations Wanted

Manager—Thoroughly experienced, now employed. Excellent eighteen year commendable record. Complete practical knowledge and contacts all phases station operation. College graduate, family man, age 40. Desire permanent position affording opportunity for community activity and normal home life. Your reply strictly confidential. Box 859, BROADCASTING.

Station manager with more than ten years' experience available soon. Outstanding sales record. Good agency contacts. Thoroughly familiar with all phases of radio station operation including construction AM and FM. Best of references. Can arrange interview. Box 867, BROADCASTING.

Six months experience writing radio spots now on air. History major-amateur broadcasting. Seeking continuity or combination announcer-copy writer job. Call daytime. Jackson two-six-six-four. Mollye.

Chief engineer desires permanent position. Available August 1. Experienced. Other positions acceptable. Box 917, BROADCASTING.

Announcer—Six years experience, university graduate, single. Newscasting a specialty. Box 920, BROADCASTING.

Engineer—Five years in broadcasting: studio, recording, transmitter; fifty kilowatt network experience. Just returned from eighteen months in Europe on Government assignment. First class phone license, 4F, married. Seeks permanent position. Box 930, BROADCASTING.

Engineer—Experienced studios, transmitters, recording, net stations. Box 932, BROADCASTING.

Situations Wanted (Cont'd)

Experienced commercial and news announcer desires work in central or western states. Army discharge. References. Box 931, BROADCASTING.

Advertising salesman, 38, now employed with salary over $500; 15 years experience; hard worker, reliable; excellent record; available soon. Box 934, BROADCASTING.

Salesman — sales promotion—merchandising man available. Five years experience with large network station in east. Excellent references. Address Box 936, BROADCASTING.

Announcer currently with major network desires permanent, well-paying position. 8 years news, disc jockey, commercials, writing and production. Married, 4F. Southwest preferred. Box 937, BROADCASTING.

Available at once—Announcer specializing news, 4 years experience. Excellent references. Permanent position. Box 942, BROADCASTING.

Capable woman—Experienced woman's commentator, continuity editor, programming, staff announcing in network station. Third class license. Technical background. No location preference. Box 943, BROADCASTING.

Program gal, 25, with experience in writing, production, acting, publicity wants job with future. Box 944, BROADCASTING.

Public relations, promotion and program experience; 6 years with CBS; 17 in all. Available Sept. 15. Prefer west coast. Box 945, BROADCASTING.

Position wanted—Chief engineer—13½ years experience; 4½ as chief of broadcasting, 3½ years as chief of ultra-high police radio, AM & FM experience. Low power preferred. Now employed, but desire change. Box 946, BROADCASTING.

Salesman. Ten years experience large and small markets. Now employed. Record and references worth investigating. Box 947, BROADCASTING.

Commercial manager. Wide experience local and national sales direction. Presently employed seeking improved opportunity. Investigate this man's record. Box 948, BROADCASTING.

Station manager. Ten years experience all phases station operation backing outstanding record worth investigating. Box 949, BROADCASTING.

Announcer. (25). College graduate. Speech major. Small station experience. Trained in announcing, production, control operation. Prefer California. Consider others. 637 N. Wilcox, Room 340, Hollywood 4, Calif.

Announcer - newscaster, commercial, news copywriter, turntable, live shows, fast ad lib. Graduate NBC announcing school, year full time announcer commercial college station. A.B., graduate work. Single, 25, 4F, O.K. referral. Immediately available. Max Ross, General Delivery, New York City.

Capable announcer available immediately. One year experience, all-round man. Restricted permit. Box 951, BROADCASTING.

Gal with television on the brain desires production position. College grad. drama, music, television, radio technical experience. Box 952, BROADCASTING.

Chief engineer, now employed, experienced in construction, installation, maintenance and operation of 250, 1000 and 5000 watt stations. Will furnish references. Desires change. Box 953, BROADCASTING.

Wanted to Buy

250 Watt FCC approved transmitter. Give full particulars. Box 897, BROADCASTING.

Wanted—Field Strength Meter. Give make, condition and price. Box 900, BROADCASTING.

Wanted to buy—1000 and 5000 watt transmitting equipment for cash. Box 919, BROADCASTING.

1 kw broadcast transmitter or amplifier. Box 923, BROADCASTING.

Wanted to buy, 250 watt station or control. Write all particulars. Box 924, BROADCASTING.

Radio station—Large corporation with plenty of money behind it wants to buy all or controlling interest in radio station. Station must be in major market with at least 1 kw power. All replies in confidence. Box 938, BROADCASTING.

Wanted—Field strength set. State make, condition and price. Box 941, BROADCASTING.

Wanted to buy—250 watt transmitter. Box 954, BROADCASTING.

For Sale

For sale—20 Daven T-322F Variable Attenuators with dial plates and knobs. 1 RCA type 85B1 pre-amplifier. 2 Weston Mod. 862 4" sq. V.U. Meters. 1 RCA 72C recording attachment. 1 set RCA hi-fidelity headphones. 1 RCA MI4900A line transformer. Box 955, BROADCASTING.

For sale—Western Electric 353 E-1 1kw broadcast transmitter with two sets of new tubes, spare oscillator, miscellaneous spare transformers, retards and condensers. Also, Western Electric 110A volume limiting amplifier, Washington Institute of Technology Phasemeter, various parts for phasing equipment including 9 RF ammeters. Box 907, BROADCASTING.

New broadcast transmitter. Meets FCC approval. Several spare tubes included. Price $2,500. Box 927, BROADCASTING.

For sale—250 watt composite transmitter complete with tubes. Can be made to meet with FCC requirements. 1 RCA Mi 4856-A lateral pickup head. 2 RCA AZ 4217-2 vertical pickup heads. Heads are equipped with arms and complete filters. Box 933, BROADCASTING.

For sale—RCA 5" current model oscilloscope $150, BC46T holders with crystals $50.00, GR 726-A VTVM $125.00, 833-A $40.00, RCA field intensity meter bureau standards calibration $800.00. Box 935, BROADCASTING.

Truscon Triangular base 215 foot self-supporting tower with base insulators and lighting equipment. Twin obstruction light on top but beacon may be installed or top section can be left off to bright height under 200 feet. Dismantled ready to move. Now in New England. Strongest best tower made. $1500 cash. J. B. Fuqua, Radio Station WGAC, Augusta, Ga.

For sale—Composite transmitter, 2 Presto Model N recorders, remotes, Turner U9s mikes, Turner 101B mikes, modulation monitor, Brush PL 20 pickups, WE 92A amp. 20 watts. Sam Collins, Brooksville, Penna.

For sale—New 1000 watt composite broadcast transmitter high level modulated 833's. Guaranteed to meet all FCC standards. F. R. Gibson, Louisiana Layne Company, Lake Charles, Louisiana.

Miscellaneous

Wanted—Radio scripts for production if acceptable. 15-30 minutes. No fees. Scripts returned. Radio Show Guild, Box 956, BROADCASTING.

We Are Looking For Men To Operate Our New Branch Offices

We are an old, well-known manufacturer of Radio Transmitting Equipment, about to open branch offices in New York City and on the West Coast. We need a good man to operate each of these offices. He must be able to contact stations intelligently, know broadcasting methods and problems, and discuss equipment from a technical standpoint.

There's a wonderful opportunity for the right man. Are you one of them? Give full details of experience, age, background, salary needs, etc., in first letter.

BOX 749, BROADCASTING

NEWS EDITOR

●

—who can also handle several newscasts daily for NBC regional southwestern outlet.

Wire or Write.

●

Box 926, BROADCASTING

Rio Meet

(*Continued from page 83*)

ments because of changed situations arising out of the war.

The Conference, which will bring together about 250 delegates and observers from the various countries, may last up to six weeks. The U. S. representation, including secretaries accompanying the delegates, will number about 50. The group will leave about Aug. 25 by air facilities arranged by the State Dept. and will stay at the Hotel Serrador. Certification arrangements for commercial representatives desiring to attend are being handled by Francis C. de Wolf, chief, Telecommunications Division, State Dept., Washington, D. C.

Observers Certified.

Observers certified for attendance, as of last Friday, were:

Philip F. Siling, RCA, New York

T. H. Mitchell, vice-president and general manager, J. H. Muller, Thos. H. Anderson, all of RCA Communications Inc., New York.

William F. Brooks, director of news and international relations, NBC, Washington, D. C.

G. F. Leydorf, research consultant, Crosley Corp., Cincinnati.

W. L. Gleeson, Broadcasting Corp. of America (KPRO), Riverside, Cal.

Lt. Comdr. Arthur L. Budlong, American Radio Relay League, West Hartford, Conn.

L. E. Whittemore and R. D. Campbell, American Tel. & Tel. Co., New York.

H. L. Carroll, Raytheon Mfg. Co., Boston.

A. Warren Norton, president, Press Wireless Inc, New York.

Harry R. Flory, director of communications, United Press Associations, New York.

Kenneth E. Benson, sales engineer, Communications Co., Inc., Coral Gables, Fla.

Haraden Pratt, vice-president and chief engineer, and F. C. Alexander, assistant to the vice-president, Mackay Radio & Telegraph Co., New York.

Joseph L. Egan, vice-president, and John R. Hyland, Western Union Telegraph Co., New York.

A. M. Stevens, engineer, International Tel. & Tel., New York.

W. A. Roberts, counsel for TBA and Allen B. DuMont Laboratories, Washington, D. C.

Victor J. Andrew, Andrew Co., Chicago.

Sloan Transcriptions

ALFRED P. SLOAN foundation, New York, is financing the preparation of a series of quarter-hour transcribed programs, "*Meet the Wigglewortbs*," designed to explain complicated economic problems to the general public. Series has been developed by new tools for learning, an educational organization supported by four projects financed by the Sloan foundation. Details are to be announced Monday afternoon in New York's Rainbow Club.

Wright to Hollywood

JAMES WRIGHT, vice-president in charge of radio for H. W. Kastor & Sons Adv., Chicago, in a realignment of responsibility, shifts to the West Coast as manager of the agency's Hollywood office effective Aug. 15. Replacing Arthur Day, resigned [BROADCASTING, July 23], Mr. Wright will supervise NBC *Rudy Vallee Show*, as well as continue to direct the agency's overall radio activities via remote control. John Urice, his assistant, will continue to be headquartered in Chicago.

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

BUY
WAR BONDS

"MAKE CONTRACT 52 WEEKS"
says BARRON HOWARD—**WRVA**
THE SHADOW
Available locally on transcription—see **C. MICHELSON** 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

HECTOR R. SKIFTER
H. R. SKIFTER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
• International Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
• Cross Roads of the World, Hollywood, Calif

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

J. D. Woodward & Associates
Manufacturers of Radio Transmitters and Industrial Electronic Equipment
Baltimore, Maryland
Water & Frederick Sts. - Saratoga 8535

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive *Stratford, Conn.*

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
★ ★ ★
Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D. C.
NATIONAL 7161

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

At Deadline...

LAST-MINUTE BRIEFS FILED FOR FM RULES

BRIEFS, appearances and letters in proposed FM Rules & Regulations (earlier story page 17) arriving at FCC Docket Section include:

Opposing rule to bar AM broadcasters from FM field—Broadcasters Oregon Ltd., Portland; WLAP Lexington; KTTS Springfield, Mo.; KFDA Amarillo; WBIR Knoxville; WCMI Ashland, Ky., KIRO Seattle. For single market plan—WCAX Burlington, Vt.; KROS Clinton, Ia.; WTAG-WM Worcester, Mass.; KVOX Moorehead, Minn.; KPAB Laredo, Tex.; WLAP KTTS KFDA WBIR. Opposed to reservation of 20 channels—WLAP KFDA WBIR WCMI. In favor—Broadcasters Oregon. For common antenna site—Harvey Radio Labs., Cambridge, Mass., KIRO Seattle.

Appearances—Guilford Jameson, WIBM Saginaw, Mich.; E. E. (Ted) Hill, WTAG WTAG-FM; WHCU Ithaca, N. Y.; Lt. Comdr. Paul A. deMars.

WINCHELL HEADS EVENING PROGRAMS IN HOOPER REPORT

WALTER WINCHELL heads list of evening programs, according to July 30 report of C. E. Hooper Inc., which gives his Sunday broadcast a rating of 16.1. Remainder of first 15 with ratings follows: Mr. District Attorney 14.1, Take It or Leave It 13.4; We the People at War 11.3, Phil Harris 11.2, Beulah 11.1, Drew Pearson 10.6, H. V. Kaltenborn 10.4, Man Called X 10.3, Screen Guild Players 10.2, Victor Borga 10.2, Vox Pop 10.0, Crime Doctor 9.3, Lowell Thomas 8.8, Band Wagon Mysteries 8.8, Blondie 8.8.

Average rating for the second July report was 5.8 compared with 5.4 in the past previous report. There is no comparable figure for a year ago, when the Democratic National Convention was in progress. Average sets-in-use was 19.1 compared to 18.5 in last report and 21.2 a year ago. Average available audience was 71.4 compared with 70.3 in last report.

NO REBATES

Dear Mr. Editor: I think the listening public takes radio too damn much for granted.

Therefore, I suggest that the industry call for a 24-hour blackout with every broadcast station in the U.S. signing off simultaneously for a 24-hour period.

Seriously,
Charley Stookey,
Farm Editor KXOK St. Louis.
July 25, 1945

Closed Circuit

(*Continued from page 4*)

week by ordering chain breaks announced as follows: "This is ABC, the American Broadcasting Co." Associated Broadcasting Corp., planning fifth network, has claimed prior rights to "ABC" designation.

SOMETIME this fall, ex-NAB president Neville Miller will finish his second tour of war service since leaving radio helm last February. He completes special organization assignment for Army-Navy Liquidation Commission. Then, after short vacation, he'll hang out his shingle as attorney specializing in administrative practice, with headquarters in Washington and emphasis on radio.

MISSISSIPPI VALLEY NET STARTS OPERATION AUG. 15

NEW regional network for the "bread basket" area, Mississippi Valley Network, starts first program Aug. 15, 6-7 a.m. (CWT) on 76 stations in 12 middle and northwest States. John Boler, St. Paul, president of parent organization, North Central Broadcasting System, said MVN plans additional programs by Oct. 1.

Initial MVN program, "Mississippi Valley Farm Time", will be live show with 15-piece staff orchestra and farm commentator, Mr. Boler said. Program is to be sold on network basis by the quarter or half-hour. North Central now carries 3 to 4 hours of daily programming on 31 affiliates, Mr. Boler said, which will go to the entire Mississippi Valley Network.

About Sept. 15 MVN plans Saturday night musical variety hour from different points. By Oct. 1 MVN expects to broadcast at least one and possibly two daytime programs aimed at farm housewives, Mr. Boler said.

Mr. Boler, owner of KSJB Jamestown, N. D., organized North Central in 1937 with 10 stations in Minnesota, North and South Dakota. Chain spread into Wisconsin, now includes 31 stations. As soon as MVN gets into operation network will include 76 outlets, Mr. Boler said.

CBS GROUP FAVORS CIO

CBS salary committee at weekend issued seven-page pamphlet to all CBS white collar workers recommending affiliation with United Office & Professional Workers of America (CIO). Booklet says representatives of the salary committee approached management last week with suggested salary revisions. Management, they say, refused to deal with salary committee on the basis that it is not a union and not recognized by the WLB as official bargaining agent.

FARNSWORTH RECORD NET

FARNSWORTH TELEVISION & RADIO Corp., Fort Wayne, Ind., at end of fiscal year April 30, reported record net profit—$953,385, or 67 cents per share. Profit in 1945, was $784,113, or 55 cents per share. E. A. Nicholas, president, said.

JEWELRY FIRM BUYS

MORRIS Square Deal Jewelers, Wilkes-Barre (retail jewelry chain in Pennsylvania and Delaware) is using a heavy schedule of singing commercials for diamond "Rings O' Devotion" on WBRE WGBI WEST WKBO WAZL WDEL. Company to increase schedule. Agency, Lew Kashuk Adv. Co., N. Y.

Suspended

AT 8:26.15 Thursday night, right as the denouement of the CBS *Suspense* thriller was unfolding, a fuse blew at the transmitter of WTOP Washington, fusing into the fuse box and confusing the audience. Maurice Mitchell, WTOP promotion director, was listening off the line in his office and wrote a quickie for the harrassed night PBX operator, who handled 267 calls. He phoned the solution to the *Washington Post*, owner of WINX. The newspaper carried it in city editions. WTOP was off the air a half-hour.

People

JAMES LAWRENCE FLY, former FCC Chairman, and Dr. V. C. Arnspiger, vice-president and director of research of Britannica Film Co., will participate in five-minute telecast on WCBW New York, 8:10-8:15 p.m., Aug. 7, to explain CBS-Britannica video series which starts that evening, 8:15-8:45 p.m. [BROADCASTING, July 23].

BERTRAM LEBHAR, sales manager of WHN New York, will compete in the 19th annual National & World Championship bridge tournament at St. George Hotel, Brooklyn, final sessions, Aug. 3-5.

WILLIAM E. SNODGRASS, executive vice-president, Dictograph Products Co., joined Western Electric Co. as general manager of hearing aid division.

LEONORE BUEHLER, former publicity director of Richard Hudnut, New York, appointed advertising manager of Prince Matchabelli, New York, sponsoring *Stradivari Orchestra* Sunday on CBS.

DAVID HARDISON, formerly WAIM Anderson, S. C., named chief engineer by WHIT New Bern, N. C., succeeding Glen Neuville. Thomas O. McCaffrey, out of Army, joins WHIT sales staff.

GIL FAUST, assistant program director of WBBM Chicago, resigns Aug. 6 to join Crosby-Fogle, Hollywood production agency. He will handle strip *Aunt Mary* to be placed on Pacific Coast network for Safeway Stores. Al Morey, WBBM director, named assistant to Walter Preston, production and program head.

CHARLES M. HIGGINS, formerly of Mutual sales staff, joins William H. Weintraub & Co., New York, as account executives and assistant to the vice-president in charge of client relations.

HAROLD C. VANCE, in charge of RCA's rebuilt tube activities, appointed manager of the direct sales department of the RCA Tube Division, supervising sales of all types to commercial broadcasters, air lines, police, schools and industrial organizations.

FRED WILLSON, former WIND program director, now with sales staff of WJJD Chicago.

COMDR. CURTIS D. PECK, USNR, returns Aug. 1 to post of chief engineer of KPO-NBC San Francisco. George Greaves, who has been acting chief engineer during Comdr. Peck's absence, becomes assistant general manager of KPO.

NBC PROGRAM MANUAL

1945 EDITION of "NBC Program Policies and Working Manual," embodying additions and revisions adopted by NBC during the last year, being distributed by network.

TWO REJOIN RCA VICTOR

ELI OBERSTEIN, who resigned from Majestic Records Inc., subsidiary of Majestic Radio & Television Corp., after acquisition of his Hit and Classic recording companies by Majestic, has rejoined RCA Victor Recording Division in New York in charge of popular artists relations and repertoire. Steven H. Sholes returns to RCA Victor following discharge from Army. He will have charge of specialty, custom and Army-Navy service recordings and supervise RCA Victor's studio operations in New York.

XUM

● ADVERTISING MUST PACE PROGRESS

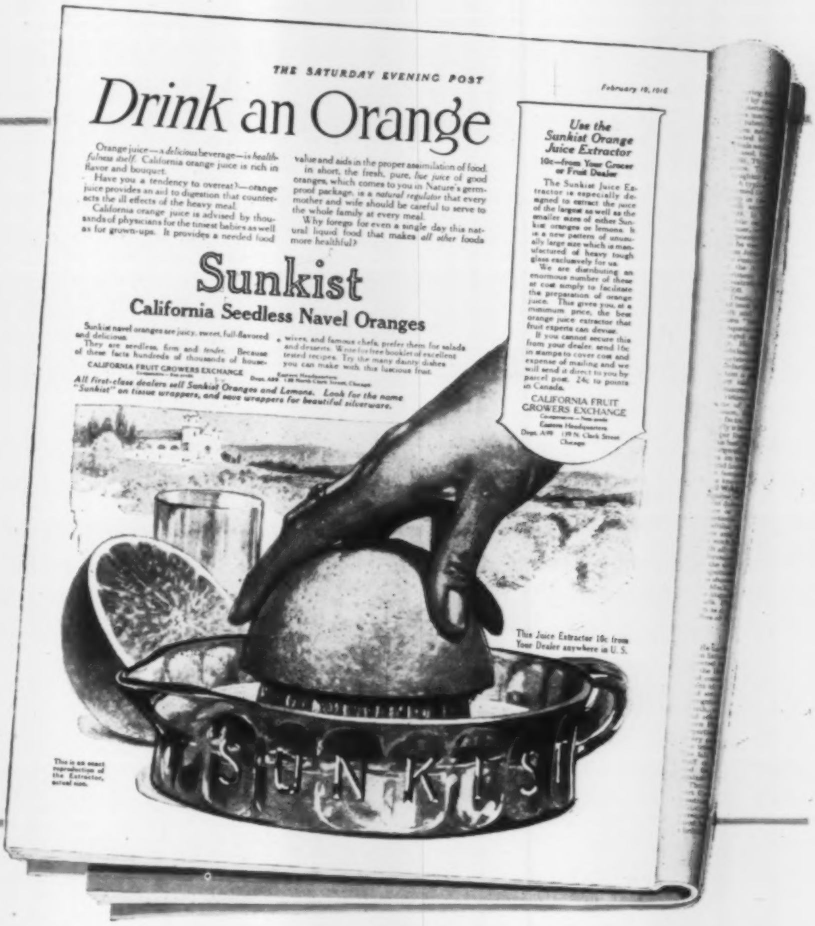
This...

Started A National Health Habit!

IN 1916, the California Fruit Growers Exchange began advocating what since has become a national health habit—drinking the fresh juice of ripe oranges. Today, over 75% of the consumption is in juice form and a seasonal market has been extended throughout the year.

More significantly, the Sunkist campaign which began in 1907 showed that national advertising of a farm product could greatly benefit thousands of farmers.

Oranges in those days were not "accepted" as a nutritious food. Out of the acceptance developed by this advertising grew mass distribution, and the citrus industry.



THE SATURDAY EVENING POST

February 19, 1916

Drink an Orange

Orange juice—a *delicious* beverage—is *healthfulness itself*. California orange juice is rich in flavor and bouquet.

Have you a tendency to overeat?—orange juice provides an aid to digestion that counteracts the ill effects of the heavy meal.

California orange juice is advised by thousands of physicians for the tiniest babies as well as for grown-ups. It provides a needed food value and aids in the proper assimilation of food.

In short, the fresh, pure, *live juice* of good oranges, which comes to you in Nature's germ-proof package, is a *natural regulator* that every mother and wife should be careful to serve to the whole family at every meal.

Why forego for even a single day this natural liquid food that makes *all other foods* more healthful?

Sunkist

California Seedless Navel Oranges

Sunkist navel oranges are juicy, sweet, full-flavored and delicious.

They are seedless, firm and *tender*. Because of these facts hundreds of thousands of housewives, and famous chefs, prefer them for salads and desserts. Write for free booklet of excellent tested recipes. Try the many dainty dishes you can make with this luscious fruit.

CALIFORNIA FRUIT GROWERS EXCHANGE
Co-operative—Non-profit
Eastern Headquarters
Dept. A99 139 North Clark Street, Chicago

All first-class dealers sell Sunkist Oranges and Lemons. Look for the name "Sunkist" on tissue wrappers, and save wrappers for beautiful silverware.

Use the Sunkist Orange Juice Extractor

10c—from Your Grocer or Fruit Dealer

The Sunkist Juice Extractor is especially designed to extract the juice of the largest as well as the smaller sizes of either Sunkist oranges or lemons. It is a new pattern of unusually large size which is manufactured of heavy tough glass exclusively for us.

We are distributing an enormous number of these at cost simply to facilitate the preparation of orange juice. This gives you, at a minimum price, the best orange juice extractor that fruit experts can devise.

If you cannot secure this from your dealer, send 10c in stamps to cover cost and expense of mailing and we will send it direct to you by parcel post. 24c to points in Canada.

CALIFORNIA FRUIT GROWERS EXCHANGE
Co-operative—Non-profit
Eastern Headquarters
Dept. A99 139 N. Clark Street
Chicago

This Juice Extractor 10c from Your Dealer anywhere in U.S.

This is an exact reproduction of the Extractor, actual size.

In the DISTRIBUTION DECADE ADVERTISING must start many new habits!

THE big job after Victory is going to be *distribution*—moving the products of industry into the hands of the consumer quickly, efficiently, economically. And *that* is a job for Advertising!

For *producing* will present no problems. The manpower, money, manufacturing facilities and materials will be on hand in profusion. But to put these to work in adequate quantities, we, as a nation, will have to consume 40% more than in pre-war years!

That's a large order, even for the Advertising that has worked such 'miracles' in the past. New national habits and desires will have to be instituted; new uses invented for established merchandise; new products devised.

Agency men with an eye to the future are already perfecting their plans for the Distribution Decade. So are we. Here at the Nation's Station, we're uncovering many facts that will interest you about the great 4-State Market that is WLW-land!

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION

Important Price Reductions on RCA Power Tubes...

REDUCTIONS AVERAGING 19.3% ON CERTAIN TYPES MADE POSSIBLE BY MANUFACTURING ECONOMIES—AND WITH NO DECREASE IN RCA QUALITY

891-R*
(From $410.00 to $345.00)
You save 16%
891-R
RCA
9C22*
(From $1300.00 to $1000.00)
You save 24%
828
(From $17.50 to $14.25)
You save 19%
828
RCA
RCA
9C22
RCA
833-A
833-A
(From $76.50 to $62.50)
You save 19%
892-R
RCA
892-R*
(From $410.00 to $345.00)
You save 16%

TREMENDOUS demands for tubes by the armed forces and essential industry have made it possible for RCA to pass along to you important savings on tubes in several categories.

In spite of rising costs all along the line, improved manufacturing methods at RCA have caused prices to tumble from 9 to 41 per cent.

Deliveries, of course, are still governed by preference ratings.

But price reductions mean important savings to broadcasters—and may have important bearing on decisions affecting the selection and use of broadcast equipment you may be purchasing after the war.

You'll find, too, that while RCA tube prices continue to go down, RCA quality remains tops. RADIO CORPORATION OF AMERICA, Tube Division, Harrison, New Jersey.

LOOK AT THESE SAVINGS ON OTHER RCA TUBES

POWER TUBES

TYPE	FORMER PRICE	PRESENT PRICE	YOU SAVE
9C21	$1000.00	$725.00	27%
891	285.00	170.00	40%
891 Rebuilt	242.25	144.50	41%
891-R	410.00*	345.00*	9%
891-R Rebuilt	348.50*	293.25*	16%
892	190.00	170.00	11%
892 Rebuilt	161.50	144.50	11%
892-R	410.00*	345.00*	9%
892-R Rebuilt	348.50*	293.25*	16%
826	19.00	12.00	37%
829-B	19.50	17.00	13%
836	11.50	7.00	40%
860	25.00	18.75	25%
8014-A	80.00	67.50	16%
8025	14.50	11.00	25%
807	2.25	1.95	14%
813	20.00	18.00	10%

*These prices are subject to a reduction from the above values when a similar old tube, radiator, and crate in good condition, are returned prepaid to the address on the Return Authorization at the time of the purchase of a new renewal tube.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

BUY MORE WAR BONDS!
RCA

43-6534-84

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.
LEADS THE WAY .. In Radio .. Television .. Tubes
Phonographs .. Records .. Electronics

PRINTED IN U.S.A.

KUM